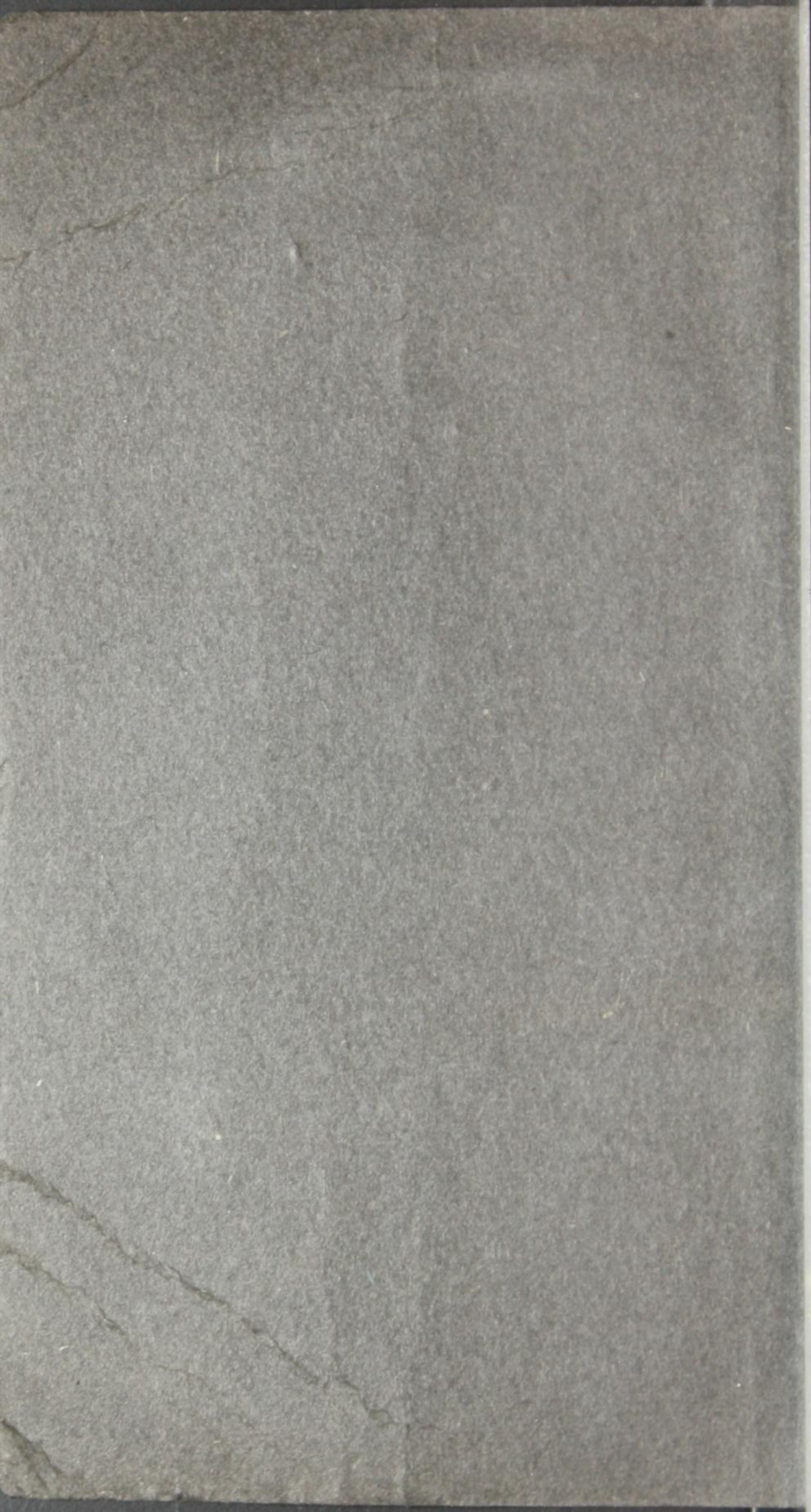




DOMINION
LINOLEUM
FLOOR OILCLOTH
FELTOL
TABLE OILCLOTH

1926





This is the best known trade-mark in the floor covering trade. It appears as a label on the face of all genuine Dominion Floor Coverings. People naturally look for it when buying and the sale is half won when they see it.

CUSTOMERS DEMAND "DOMINION"

LIPOLEUM COMPANY LIMITED



This is our 1925 Exhibit at the Canadian National Exhibition, covering over 400 square feet. It was attractively arranged and showed to thousands of people the many lines we manufacture.

Dominion Oilcloth and Linoleum Company, Limited

Head Office and Factories :

1192 ST. CATHERINE ST., EAST
M O N T R E A L

TELEPHONE: CLAIRVAL 0700

Toronto Sales Office :

410 METROPOLITAN BUILDING
T O R O N T O

TELEPHONE: MAIN 3218

Distributors :

WHOLESALE DRY GOODS TRADE

ORDERS SUBJECT TO APPROVAL
HEAD OFFICE AND PRICES SUB-
JECT TO CHANGE WITHOUT NO-
TICE F.O.B. WORKS, MONTREAL

OUR PRODUCTS

INLAID, GRANITE AND JASPE LINOLEUM, BATTLESHIP,
PLAIN AND PRINTED LINOLEUM, LINOLEUM RUGS,
FLOOR OILCLOTH AND OILCLOTH RUGS, CORK CAR-
PET, PASSAGE LINOLEUM, STAIR OILCLOTH, FELTOL,
RUG SURROUND AND PARQUET, TABLE AND ENAM-
ELLED OILCLOTH, SANITILE WALL COVERING, SHELF
OILCLOTH. BROCADE TABLE COVERS, WALL BURLAPS,
WATERPROOF LINOLEUM CEMENT, LINOLEUM
ADHESIVE, LINOLEUM TRUCKS, ETC.

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CODE WORDS AND HOW TO USE THEM

In addition to Code Words on each page the following Code for widths is to be used in conjunction therewith:—

Code word for	2/4 width.....	“WAMPUM”
Code word for	5/8 width.....	“WANDER”
Code word for	3/4 width.....	“WARBLE”
Code word for	4/4 width.....	“WARDEN”
Code word for	5/4 width.....	“WARDROBE”
Code word for	6/4 width.....	“WAVERING”
Code word for	8/4 width.....	“WELKIN”
Code word for	10/4 width.....	“WHARFINGER”
Code word for	12/4 width.....	“WHELTER”
Code word for	16/4 width.....	“WHELMING”

To designate quantity required, use merely the words five, six, etc., as “SIX WELKIN DEWALD” meaning “Six pieces 8/4 design 4147.”

PREFACE



IN this, the 1926 edition of the Dominion Dealers' Handbook, you will find many new and interesting features. Foremost among the innovations is the section devoted to Dominion Inlaid Linoleums while the section on Dominion Battleship Linoleum is made more comprehensive than ever by the inclusion of Dominion Jaspé and Granite Linoleum.

Handy in size, complete in detail and with patterns shown in actual colors, the Dominion Dealers' Handbook is meant for profitable every-day use. It will help you sell as well as order.

Use it for both branches of your business. Read over its many useful hints for stocking, handling and selling. Study the illustrations of typical linoleum room treatments and show them to your customers. Make use of the free display materials and electro service offered in its pages.

The Handbook also contains valuable data on Dominion Table Oilcloth, Sanitile, Feltol, Leatherettes, Brocades, Damasks, Decorative Wall Burlaps and other Dominion products with timely hints on how to sell them. Convenient tables of weights and laying instructions are shown as well.

After going over this book and using it for a week, you will readily vote it the most useful book in your store. Put it to work for you without delay. Let it help make 1926 a record year for Dominion Products, the only complete line of its kind in Canada, low in price and high in quality. There are 206 designs to choose from.

WE HELP YOU SELL THE CONSUMER



OUR first interest is **your** sales because they are what make our sales possible. We like to ship your orders but, after all, that is only the start. The goods must move out to the homes of your customers, the place where they belong. Therefore, we back your selling effort up in every possible way.

Plenty of Display Material Free

Window and floor display material are yours for the asking. They include specially designed cutouts and show cards, patterns reproduced on paper for making up dummy rolls, swatches, etc. These selling helps are time-proved business getters. They attract the prospect's attention and implant a desire to see the product itself. Besides supplying the material, we show you how to use it to the best advantage.

Dealer Electro Service

Here is another valuable feature of our dealer co-operation. This free newspaper electro service offers a wide range of attractive Dominion Linoleum cuts designed specially for your use and ideal for insertion in local advertising. They effectively tie you up with the big national campaigns we run and give your advertisements an air of distinction that assures their being read. Write for electros whenever you need them, mention the size of the advertisements you intend running. Remember, this service costs you nothing.

"Linograms"

"Linograms" is an interesting broadside in colours, issued periodically to keep you posted on our national advertising, on the latest display treatments, on new lines and on special sales features and arguments. It keeps you in close touch with Dominion products and the policy behind them. Every dealer is on our mailing list and is sure to receive each issue. Read "Linograms" carefully. You will find it very helpful.

(... papers please copy.)
DAVIDSON—At the Saint John General Hospital on Aug. 7, 1945, Rebecca Davidson, in her 81st year, widow of Thomas Davidson, and daughter of the late Mr. and Mrs. Joseph Brown of St. Martins, N. B.

Resting at Brennan's Funeral Home, 111 Paradise Row, where funeral service will be held on Thursday at 1:30 p.m. Interment at Brown's Cemetery, West Quaco.

Mrs. R. Davidson, St. Martins, Dies

Mrs Rebecca Davidson, last surviving member of the family of the late Mr. and Mrs. Joseph Brown of St. Martins, died today at the General Hospital. She was in her 81st year.

Born at St. Martins, Mrs. Davidson had lived practically all her life at that early shipbuilding centre, and was a member of the Baptist Church there.

The funeral will be held on Thursday afternoon at 1:30 from Brennan's Funeral Home, 111 Paradise Row, where the body is resting, and interment will be at West Quaco in Brown's Cemetery.

*Paper Dummies made up and ready for
window display.*

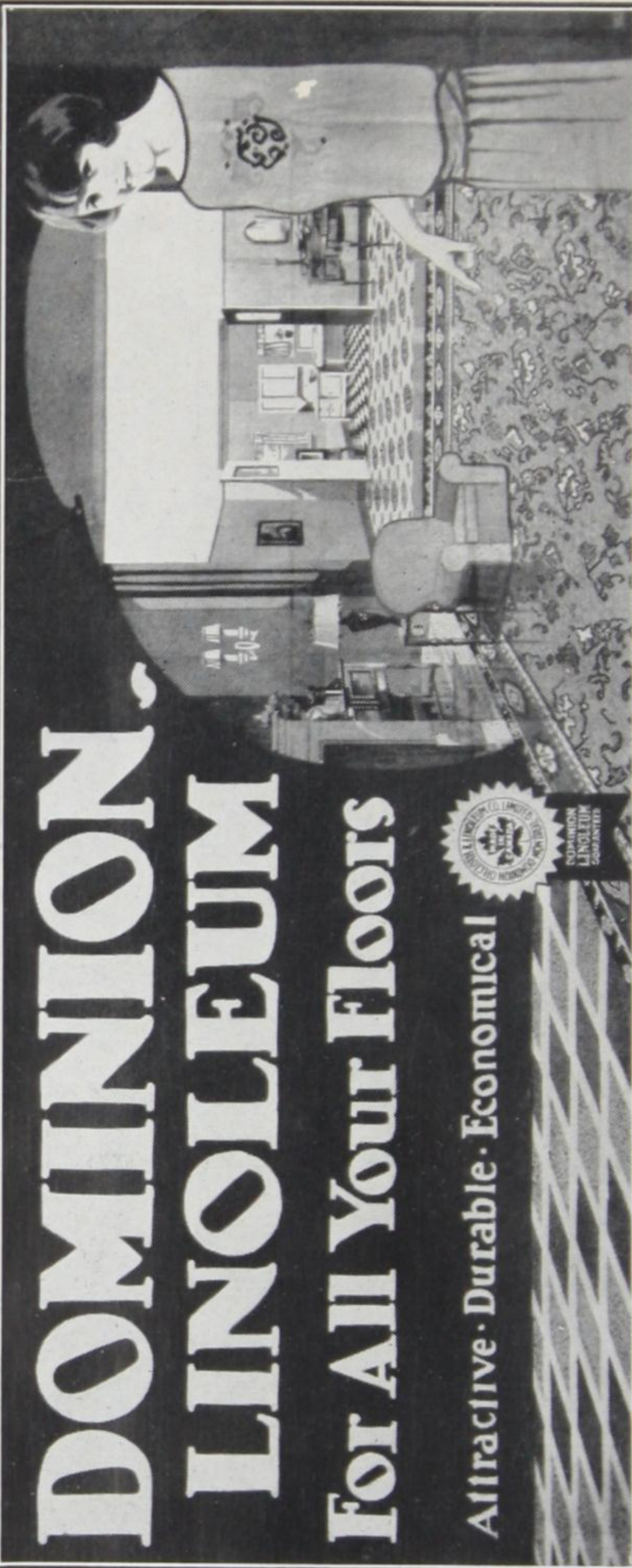
DOMINION. LINOLEUM

For All Your Floors

Attractive · Durable · Economical



DOMINION
LINOLEUM
GUARANTEED



*This is a reproduction of the twenty-four page poster which was shown on the boards from Coast to Coast last Spring.
Think of the sales-creating value of such a display. More will follow.*

NATIONAL ADVERTISING



THE quality and scope of Dominion Linoleum advertising is thoroughly in keeping with the excellence of the product itself. Season after season we have released outstanding campaigns of National advertising covering every locality in each Province. Newspapers, farm papers and magazines, the biggest and best of their kind in Canada, carry the message of Dominion Linoleum into practically every home. The cumulative effect of this past advertising can hardly be measured and each season we prepare our new campaigns with renewed zest and determination to outdo former efforts.

We are sure you will be pleased with our 1926 programme, which embraces smashing big-space campaigns on Dominion Inlaid Linoleum, Dominion Linoleum Rugs, Dominion Linoleum by the yard and Dominion Battleship Linoleum. The list of publications carrying this copy will be bigger and better than ever; the art treatment and copy appeal improved and strengthened, the whole being supplemented and strengthened by a striking Poster campaign. The result is that more and more prospects will be created to speed up your turnover and add to your profits.

Make the Most of this Opportunity

See that you are thoroughly prepared to reap the benefit of this advertising. We will gladly give you schedule dates. Keep your windows and floors dressed with Dominion display material. Actively identify yourself as a Dominion Dealer. Enthuse your clerks. In other words, by going after the business our advertising is creating, as if you really meant to get it, you'll land a bigger share than ever.

DOMINION INLAID LINOLEUM

DOMINION INLAID LINOLEUM

People have always wanted Inlaid Linoleum but only the wealthy few could afford to pay the price for imported goods. To-day, Dominion Inlaid Linoleum made in Canada, is sold at prices within the reach of everyone. This opens a splendid opportunity to Dominion dealers. The designs and colourings are especially beautiful and have a strong appeal to discriminating housewives who want the best floors obtainable for their homes. The design goes right through to the back of Dominion Inlaid Linoleum. It cannot wear off. Dominion Inlaid Linoleum may be polished with wax. Make a special effort on Dominion Inlaid Linoleum this year. Large stocks available at your jobber's for immediate delivery.



Pattern 7023

Code word "INAQUOS"
Made in 8/4 only

DOMINION INLAID LINOLEUM



Pattern 7022

Code word "INAQUA"

Made in 8/4 only



Pattern 7021

Code word "INAPSE"

Made in 8/4 only

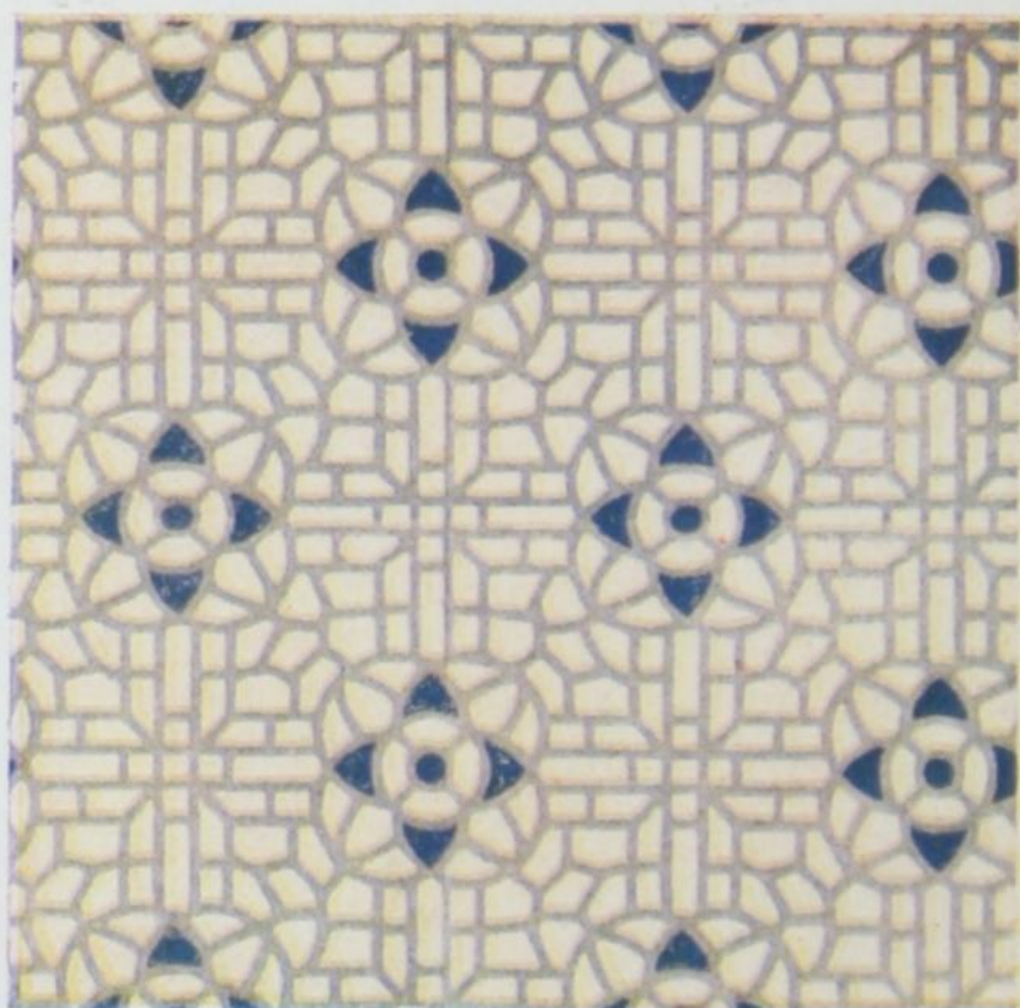
DOMINION INLAID LINOLEUM



Pattern 7020

Code word "INAPOST"

Made in 8/4 only



Pattern 7019

Code word "INANTS"

Made in 8/4 only

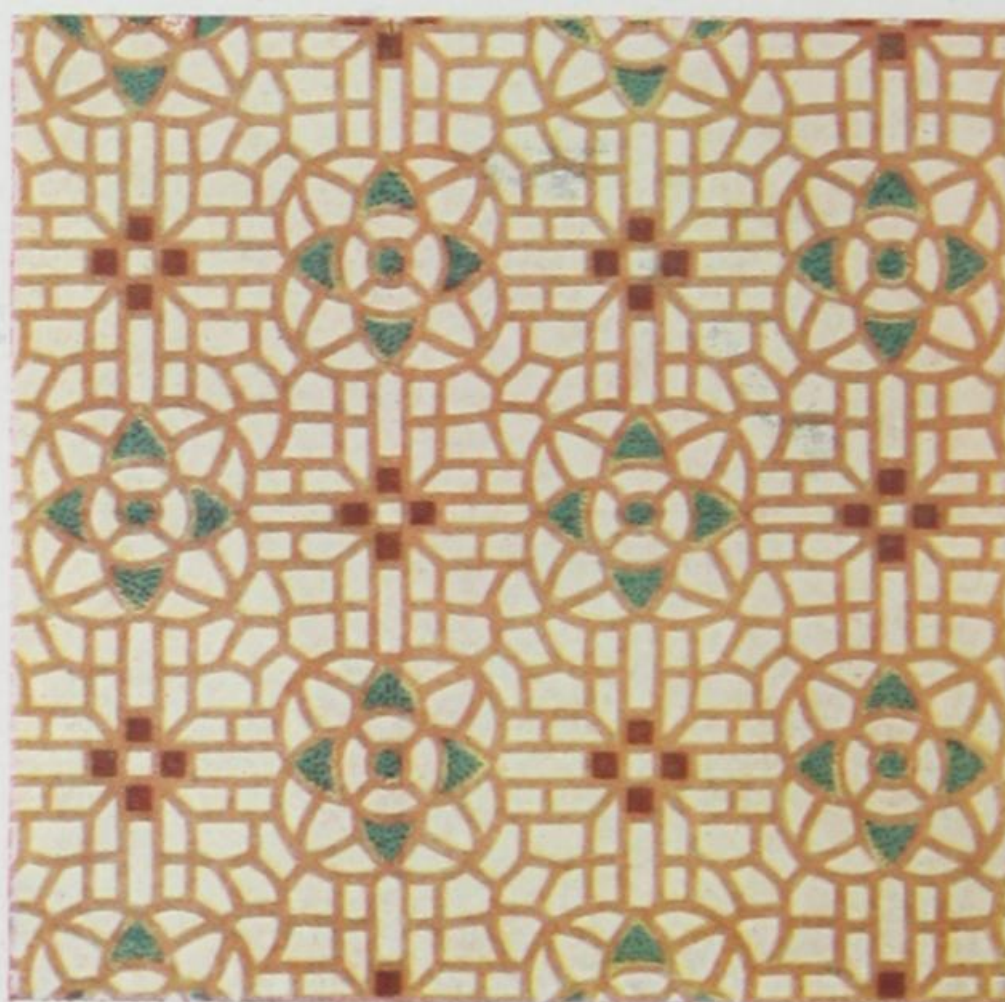
DOMINION INLAID LINOLEUM



Pattern 7018

Code word "INANODE"

Made in 8/4 only



Pattern 7017

Code word "INANOS"

Made in 8/4 only

DOMINION INLAID LINOLEUM



Pattern 7016

Code word "INQUOTE"

Made in 8/4 only



Pattern 7015

Code word "INAPT"

Made in 8/4 only

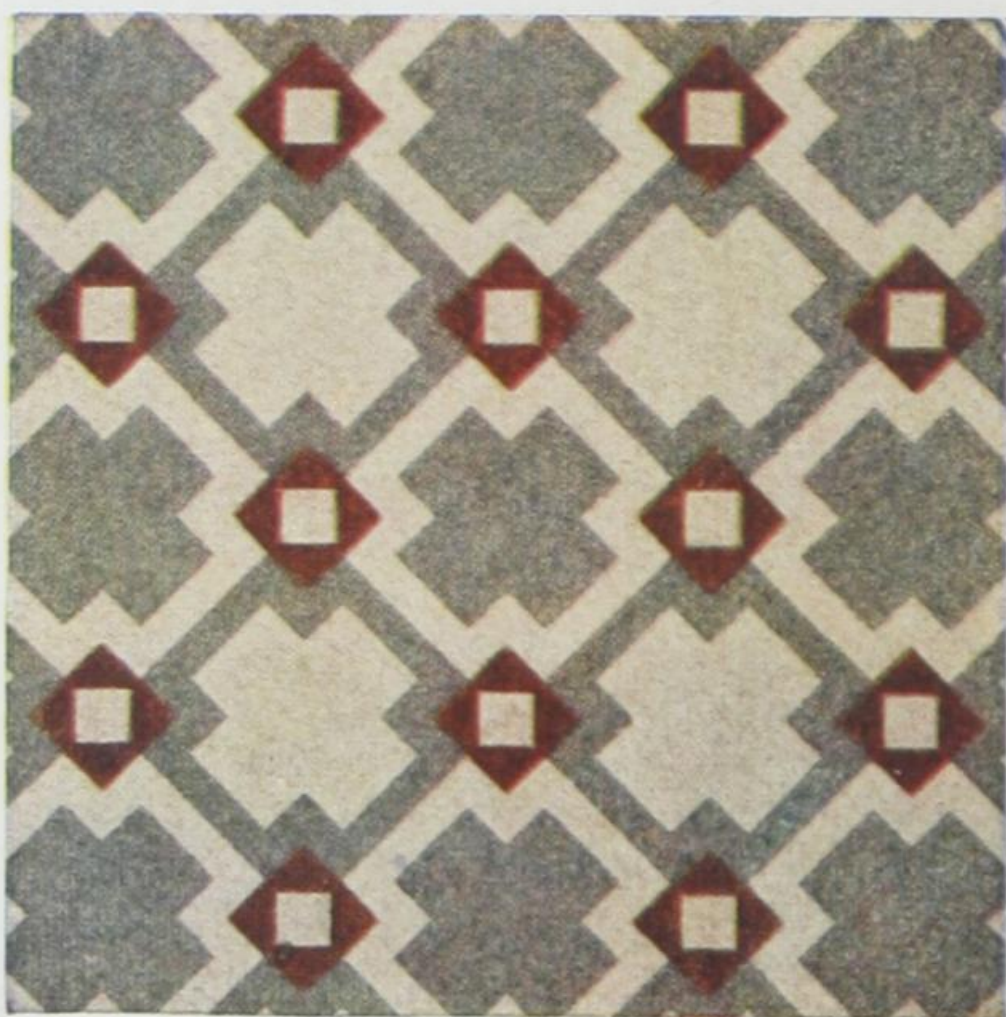
DOMINION INLAID LINOLEUM



Pattern 7014

Code word "INANITY"

Made in 8/4 only

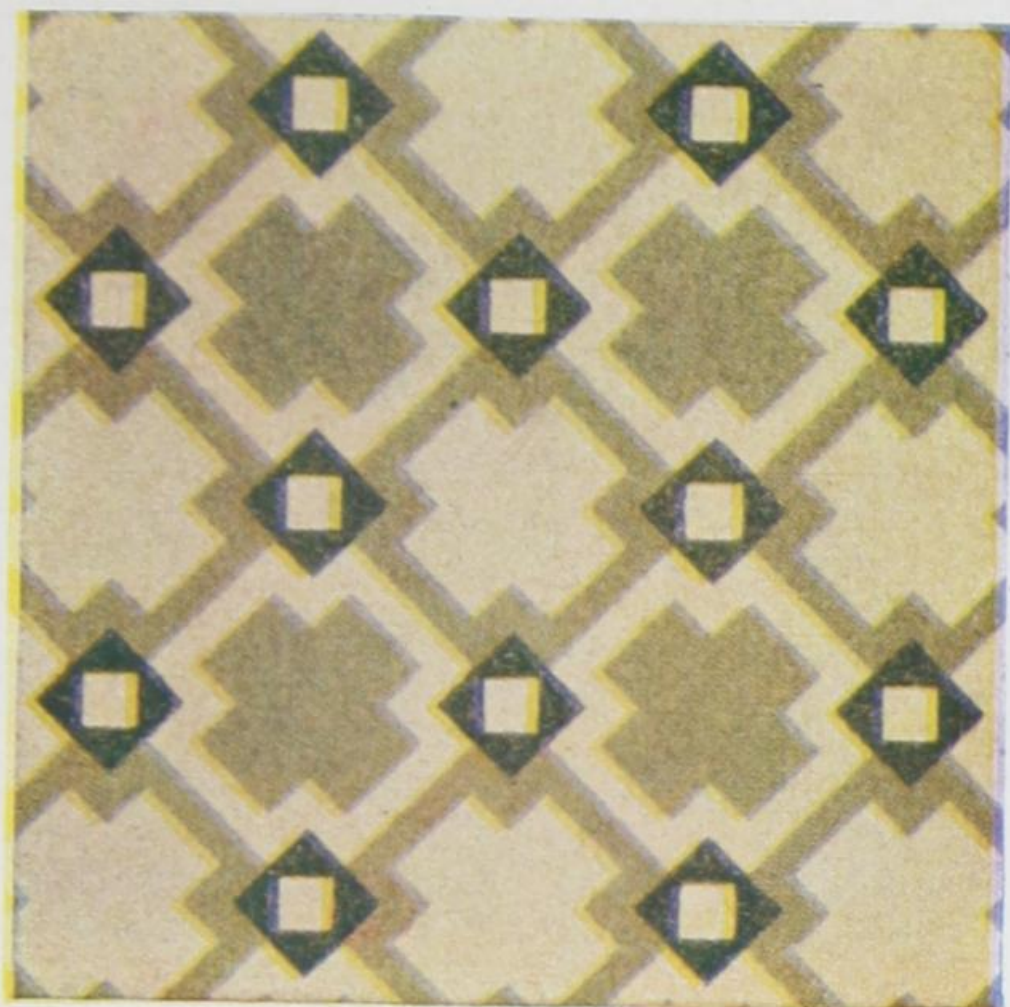


Pattern 7013

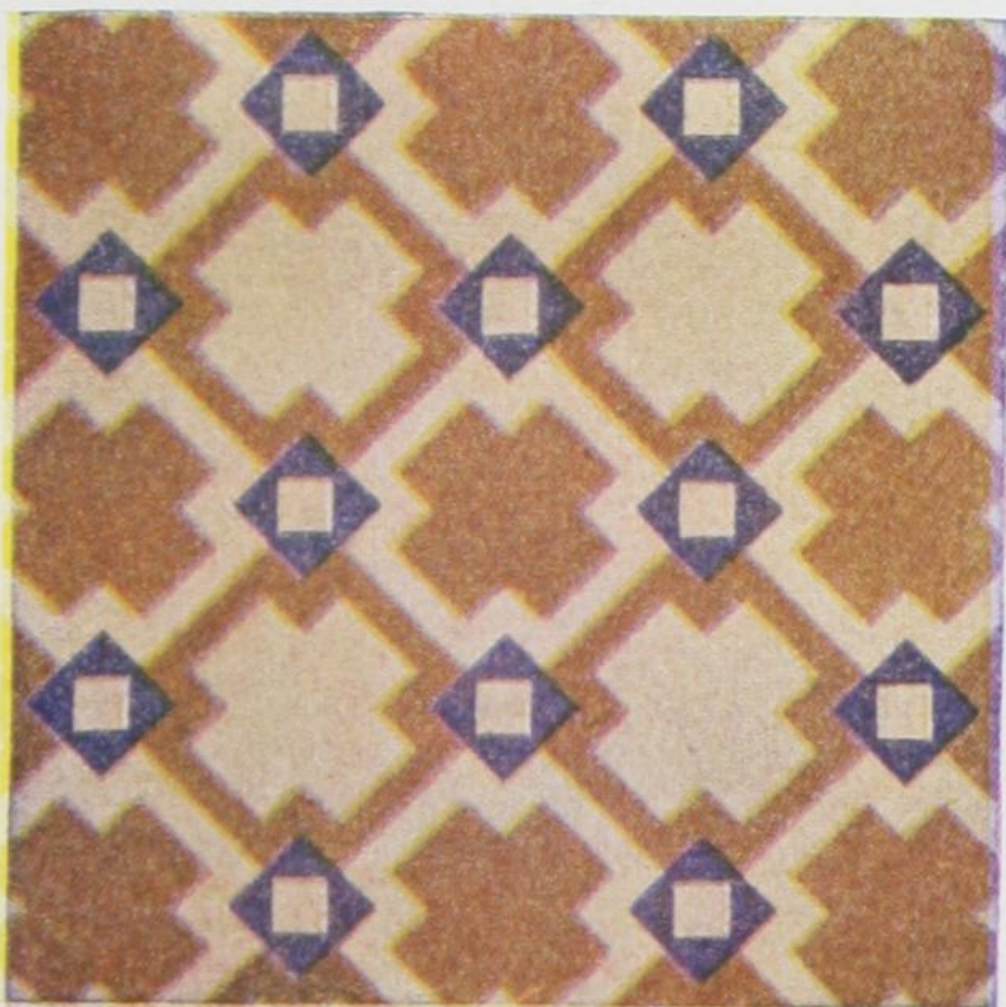
Code word "INANITION"

Made in 8/4 only

DOMINION INLAID LINOLEUM

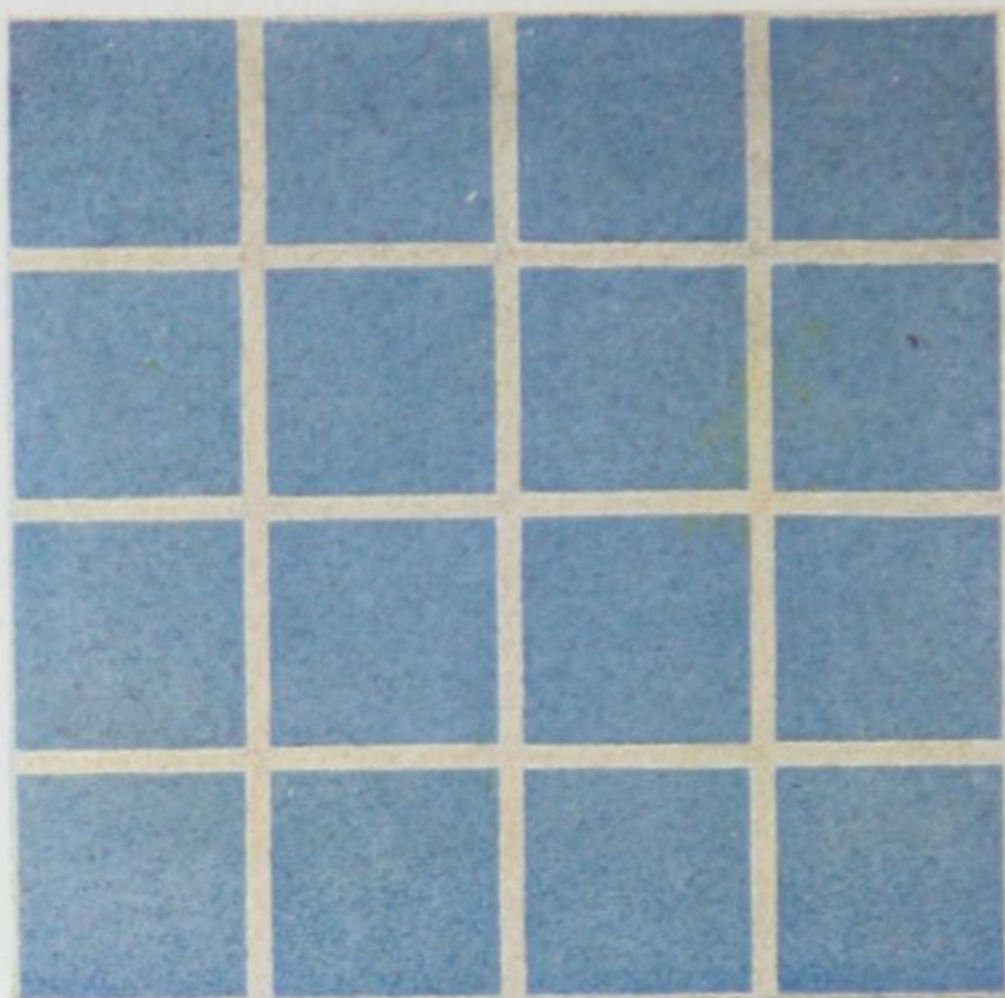


Pattern 7012 Code word "INANIMATE"
Made in 8/4 only



Pattern 7011 Code word "INANGULAR"
Made in 8/4 only

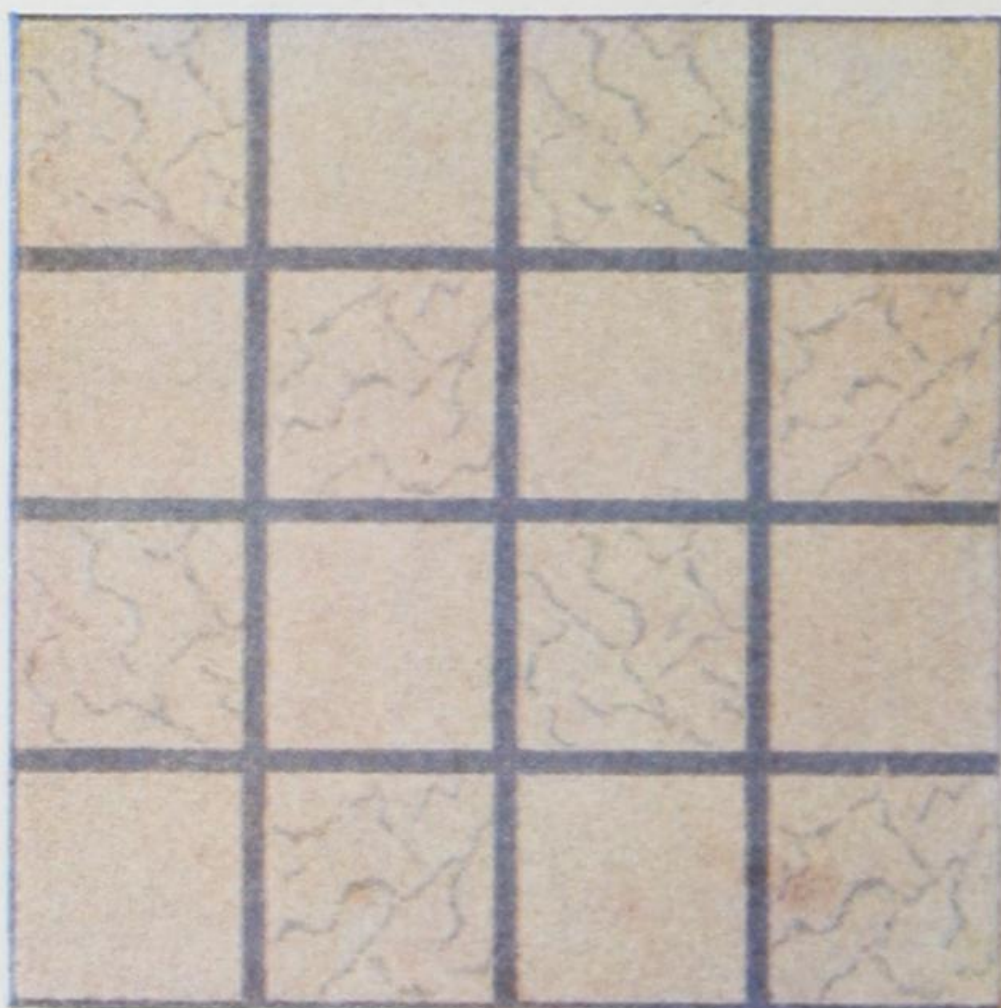
DOMINION INLAID LINOLEUM



Pattern 7010

Code word "INANE"

Made in 8/4 only



Pattern 7009

Code word "INAIDABLE"

Made in 8/4 only

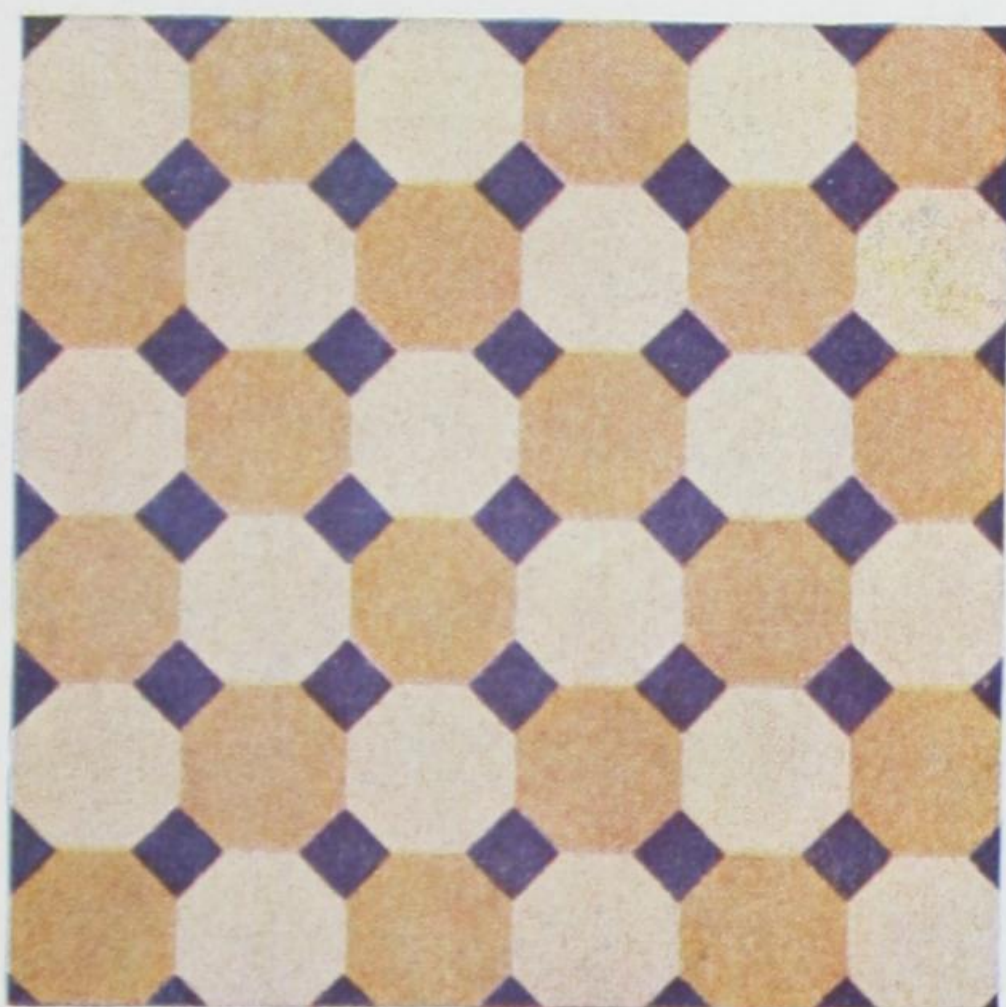
DOMINION INLAID LINOLEUM



Pattern 7007

Code word "INADEQUACY"

Made in 8/4 only

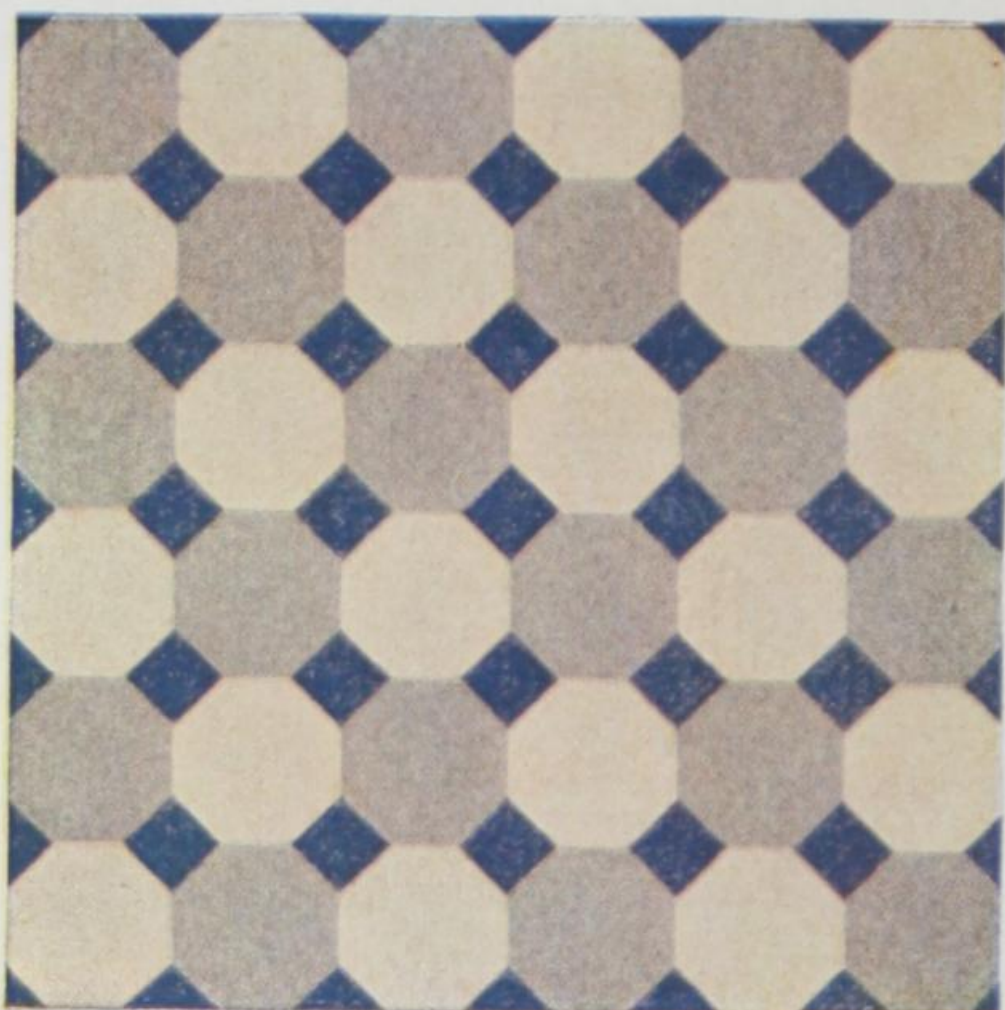


Pattern 7006

Code word "INACTIVELY"

Made in 8/4 only

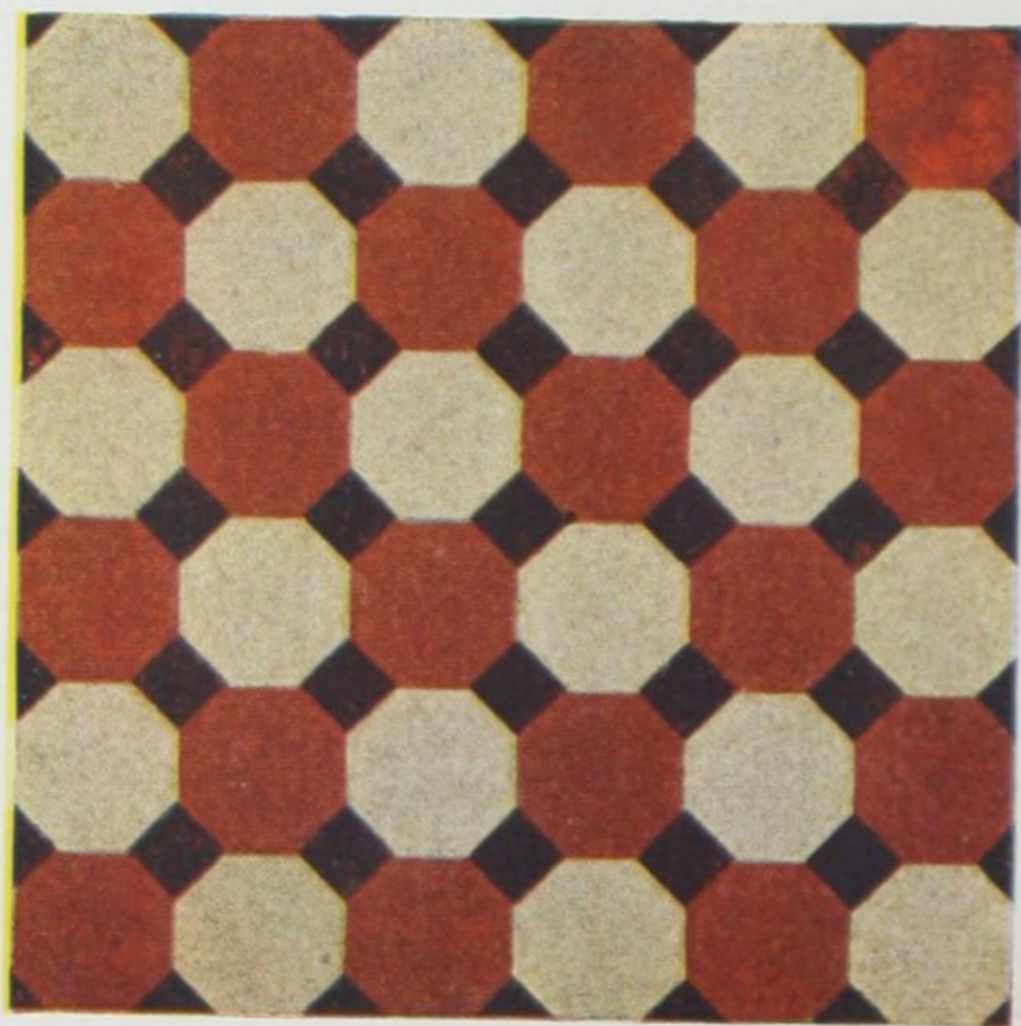
DOMINION INLAID LINOLEUM



Pattern 7005

Code word "INADHESION"

Made in 8/4 only

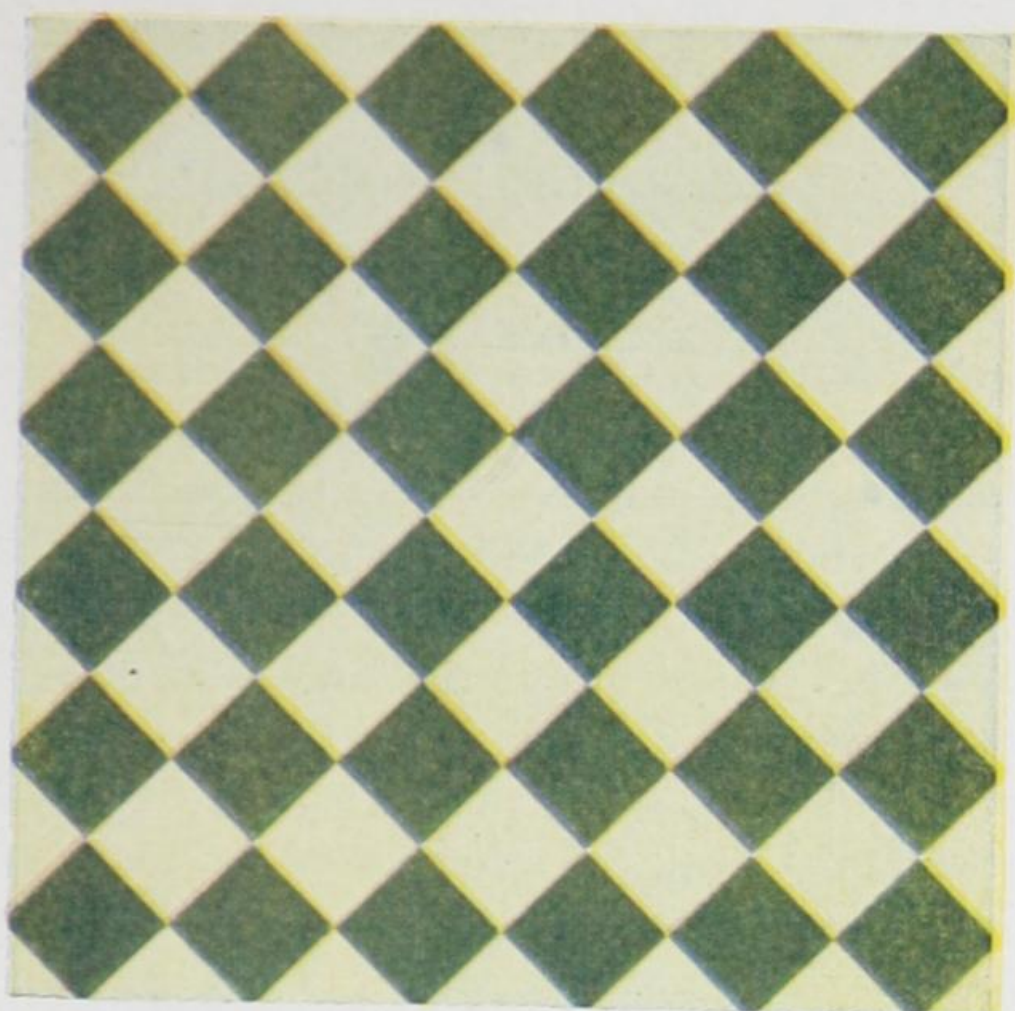


Pattern 7004

Code word "INACTION"

Made in 8/4 only

DOMINION INLAID LINOLEUM



Pattern 7003

Code word "INACCORD"

Made in 8/4 only



Pattern 7002

Code word "INACCURACY"

Made in 8/4 only

D QUALITY DOMINION LINOLEUM

DOMINION LINOLEUM

(D Quality)

Here is the finest printed linoleum made. Extra thick, (2.05 M.M.) long-wearing and resilient, and made in many quick-selling designs, most of them in 8/4 and 16/4 widths. You'll enjoy a steady demand for this Dominion Linoleum. Its moderate price, self-evident quality appeal to women everywhere—particularly those who pride themselves on being keen judges of value. Make Dominion Linoleum (D Quality) the backbone of your floor covering department.



Pattern 4154

Code word "DEWEB"

Made in 8/4 and 16/4

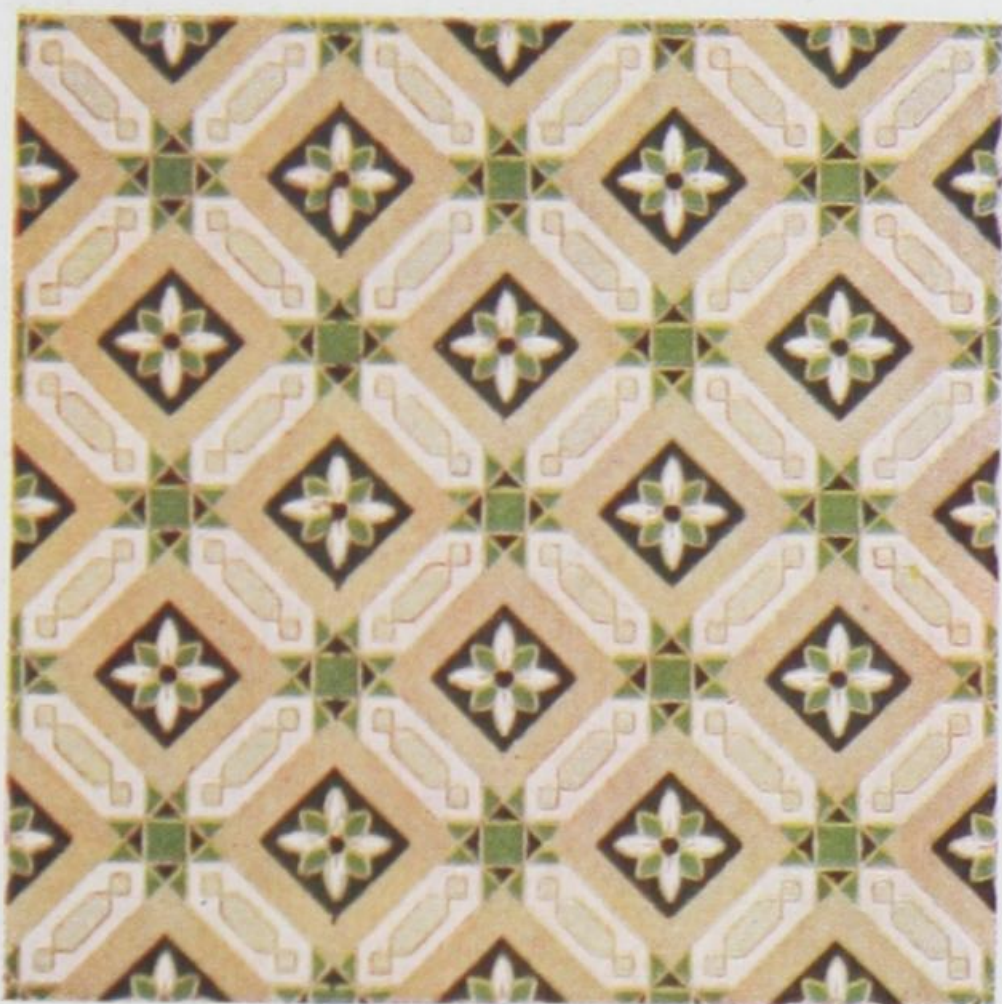
D QUALITY DOMINION LINOLEUM



Pattern 4153

Code word "DEWAXO"

Made in 8/4 and 16/4



Pattern 4152

Code word "DEWATA"

Made in 8/4 and 16/4

D QUALITY DOMINION LINOLEUM



Pattern 4151

Code word "DEWASH"

Made in 8/4 and 16/4



Pattern 4150

Code word "DEWECO"

Made in 8/4 and 16/4

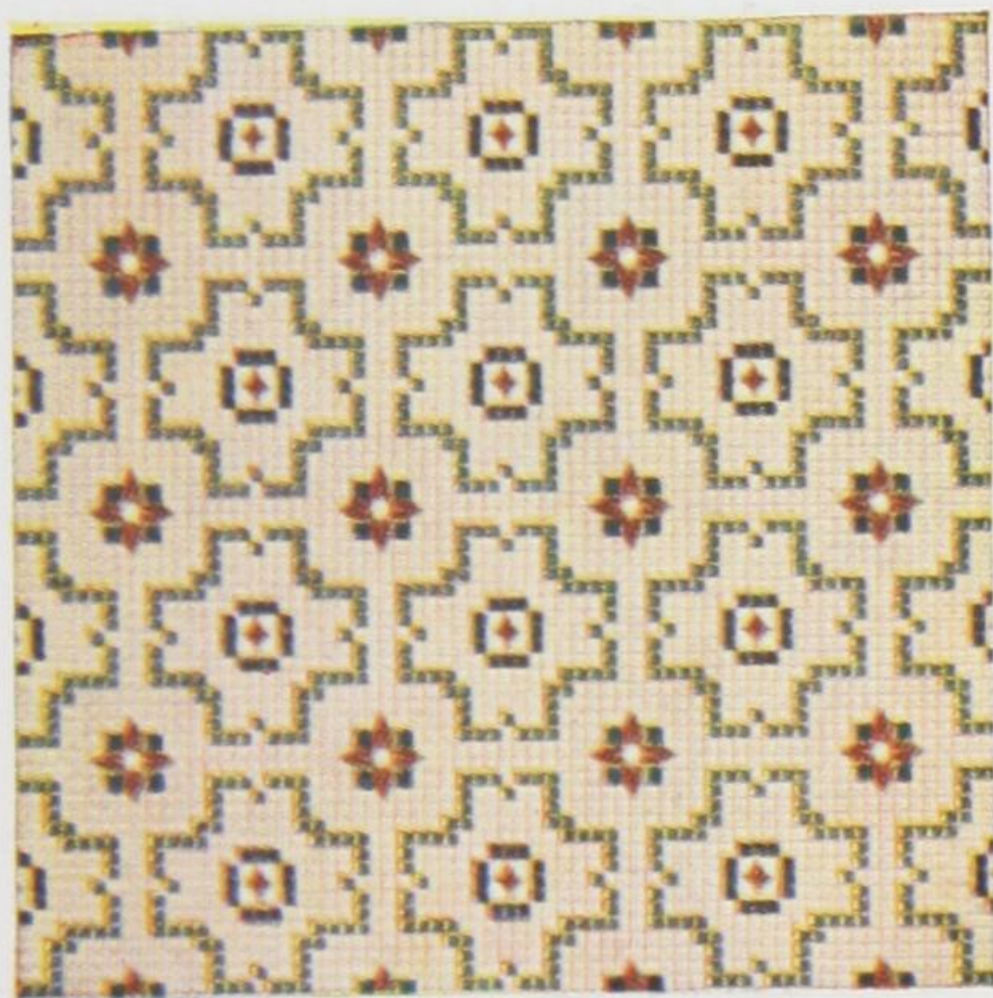
D QUALITY DOMINION LINOLEUM



Pattern 4149

Code word "DEWANE"

Made in 8/4 and 16/4



Pattern 4148

Code word "DEWALDOR"

Made in 8/4 only

D QUALITY DOMINION LINOLEUM



Pattern 4147

Code word "DEWALD"

Made in 8/4 only



Pattern 4146

Code word "DEWAGOS"

Made in 8/4 and 16/4

D QUALITY DOMINION LINOLEUM



Pattern 4145

Code word "DEWACAD"

Made in 8/4 and 16/4

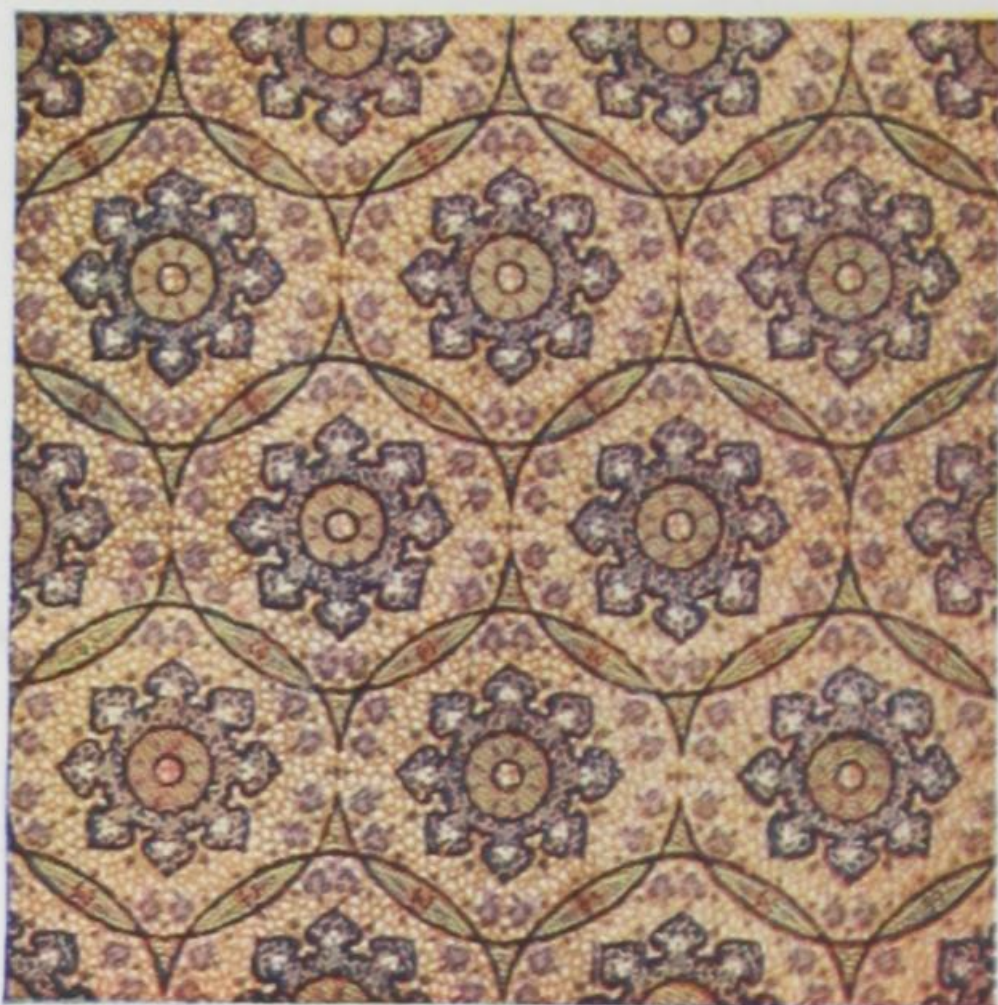


Pattern 4144

Code word "DEWAC"

Made in 8/4 only

D QUALITY DOMINION LINOLEUM



Pattern 4142

Code word "DEVIDUSTA"

Made in 8/4 only

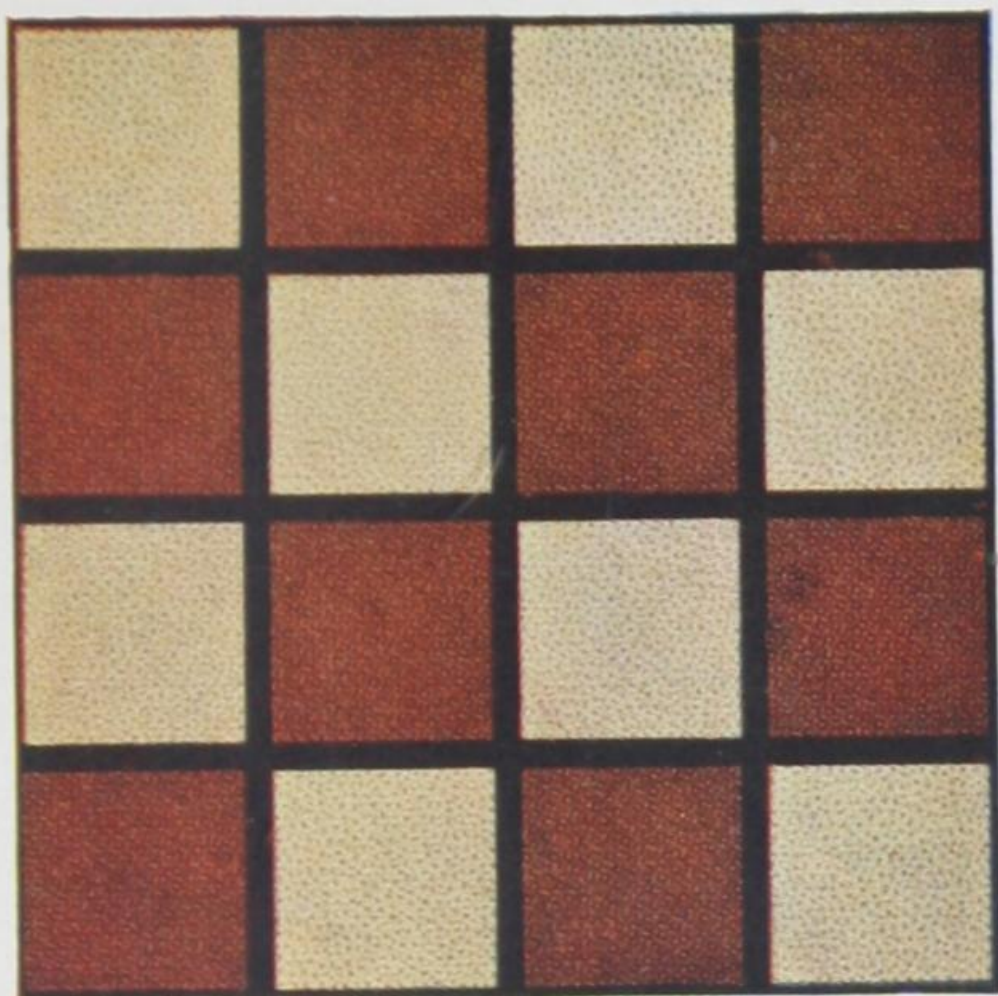


Pattern 4140

Code word "DEVIDACK"

Made in 8/4 only

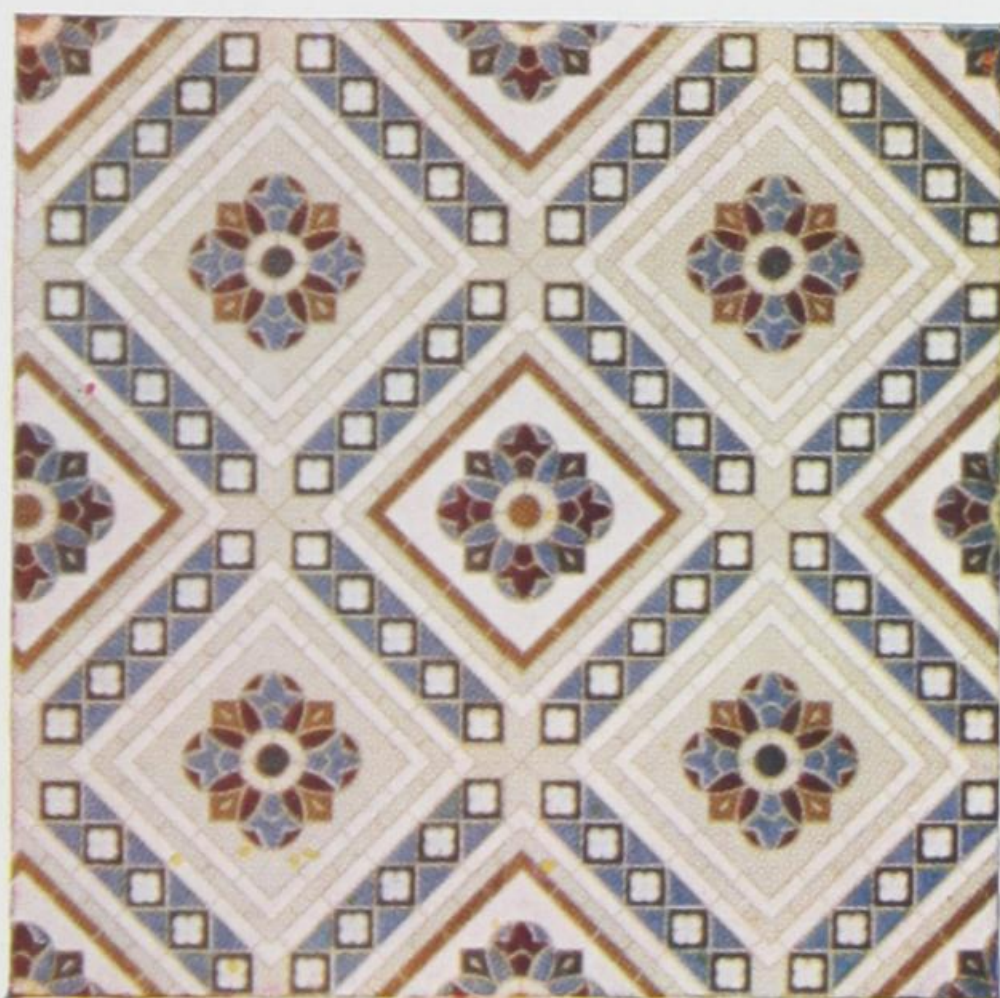
D QUALITY DOMINION LINOLEUM



Pattern 4139

Code word "DEVIDA"

Made in 8/4 only



Pattern 4138

Code word "DEVICE"

Made in 8/4 only

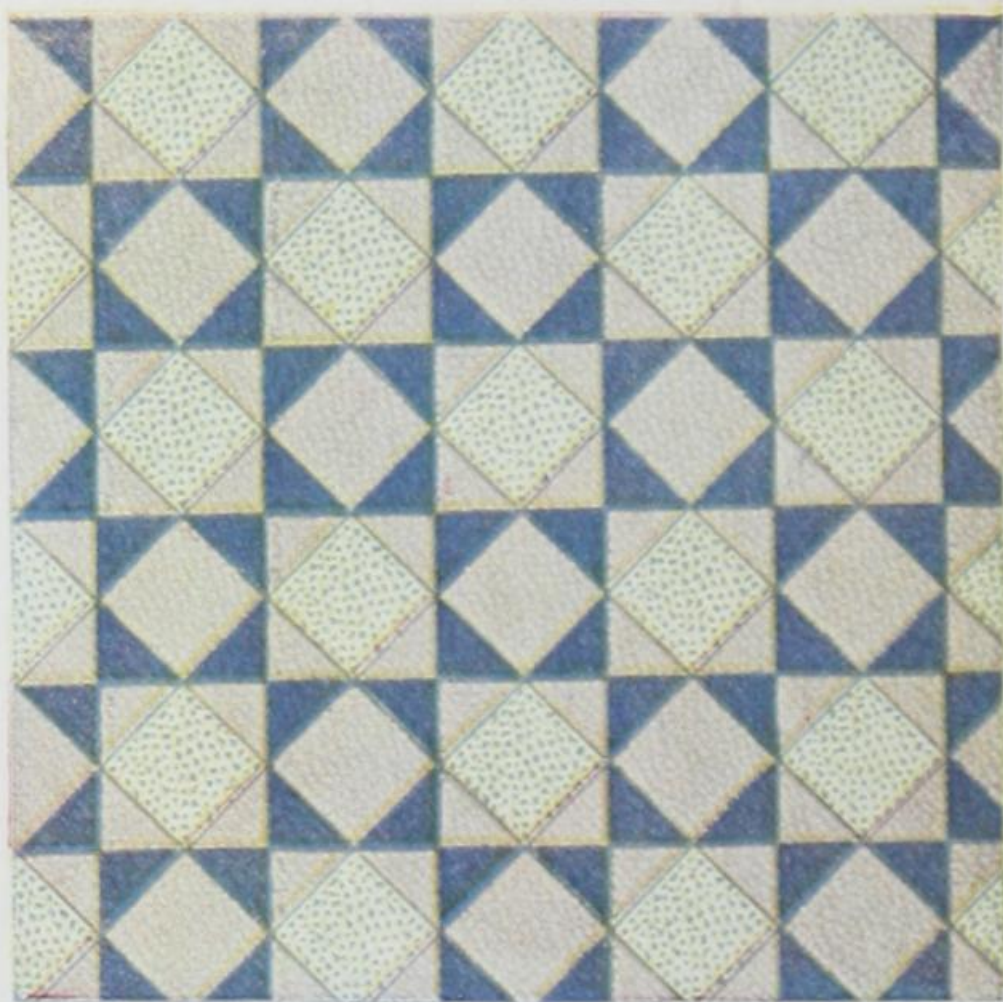
D QUALITY DOMINION LINOLEUM



Pattern 4137

Code word "DEVIATED"

Made in 8/4 only



Pattern 4120

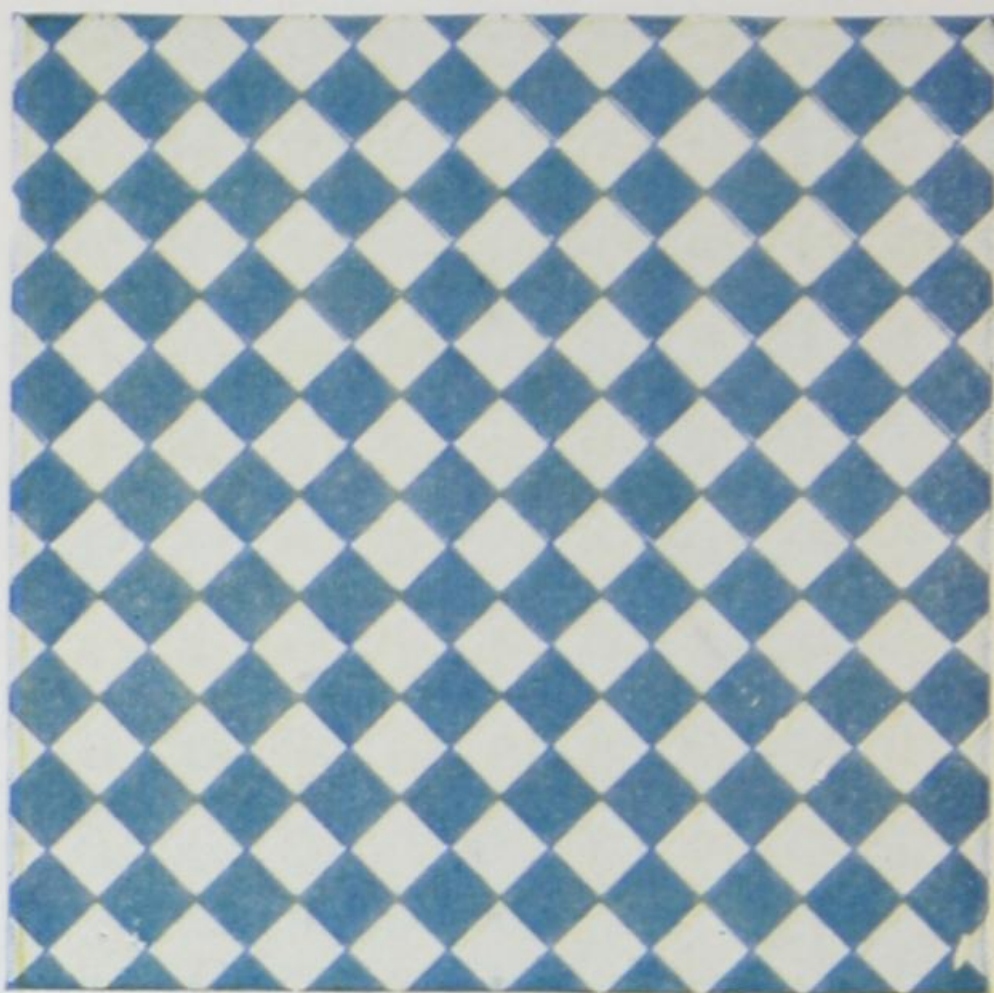
Code word "DESPUTE"

Made in 8/4 only



Dominion Linoleum has always been recognized as the ideal floor for bathrooms. It is wonderful, sanitary, easy to clean and always looks bright and cheerful. In the above illustration, "D" Quality Linoleum, No. 4112 is shown on the floor, Dominion Sanitile Wall Covering, pattern No. 1007 and Dominion Cork Bat Mat, No. 403.

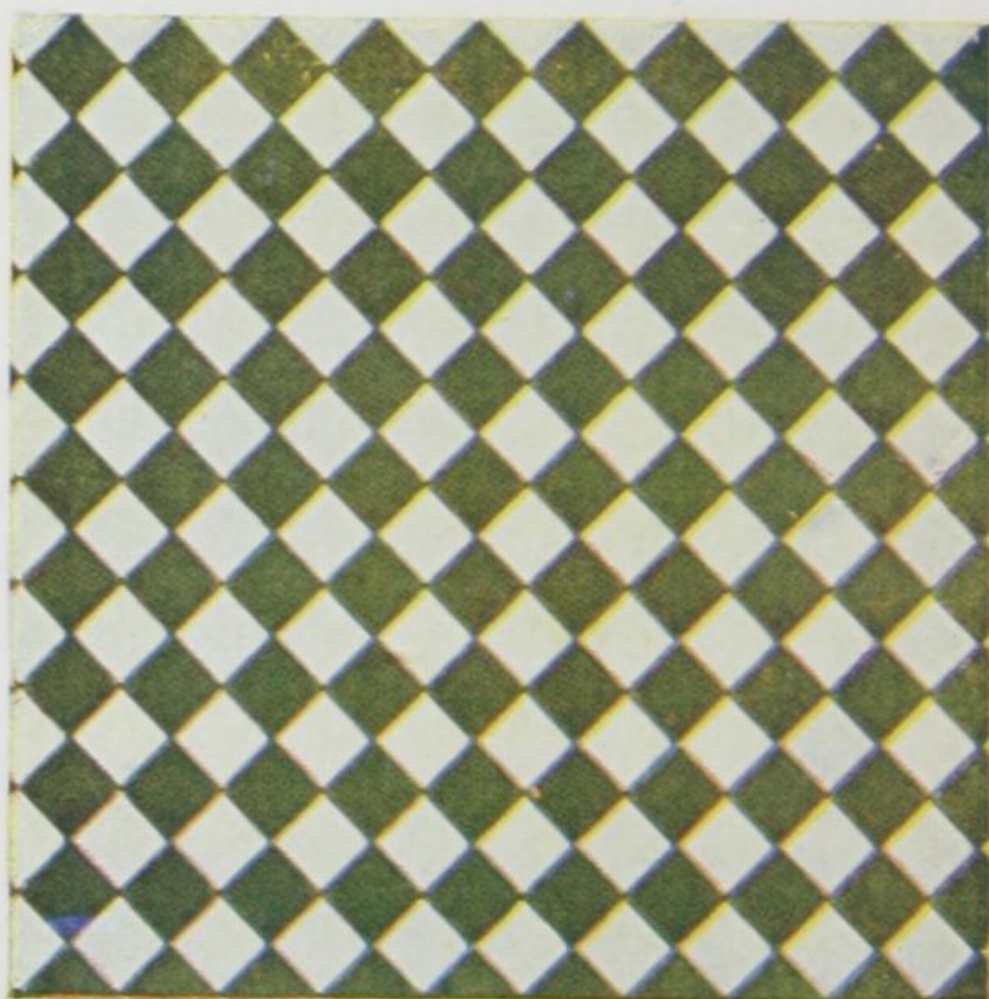
D QUALITY DOMINION LINOLEUM



Pattern 4112

Code word "DESISTING"

Made in 8/4 only



Pattern 4111

Code word "DESIPIENT"

Made in 8/4 only

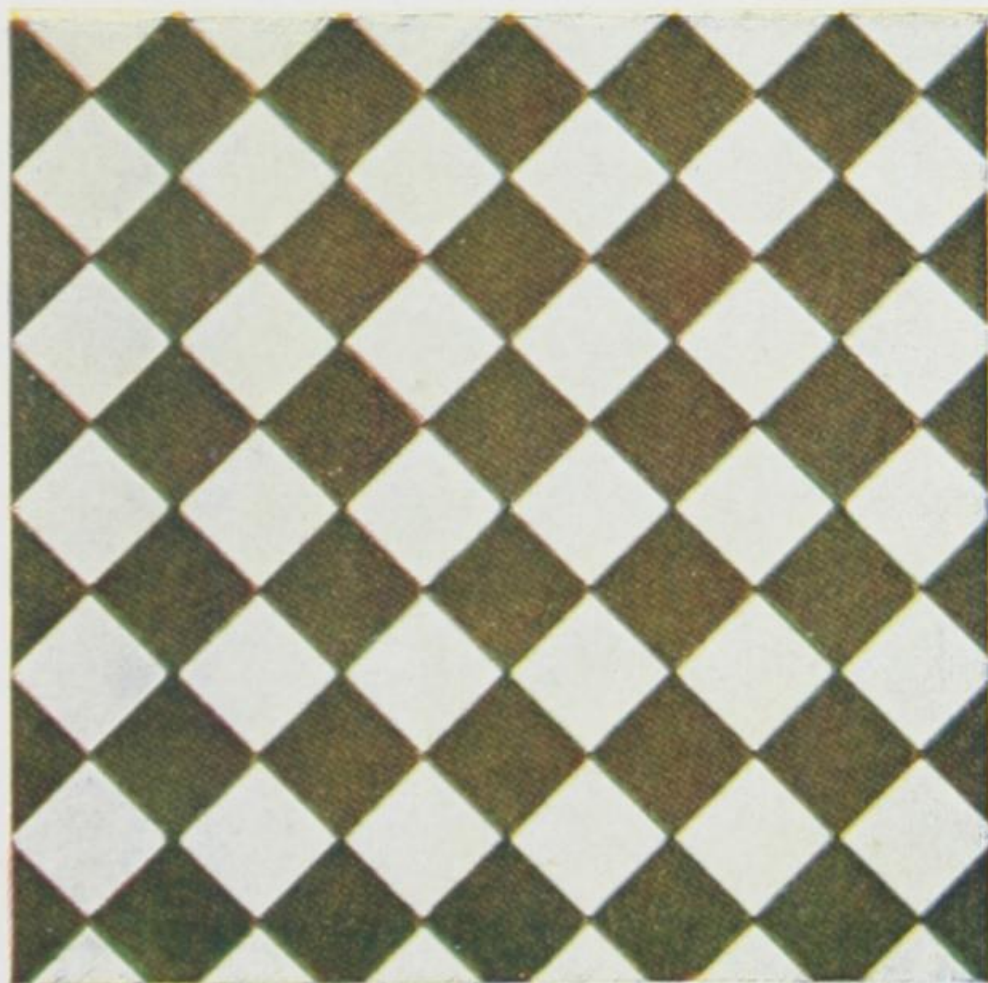
D QUALITY DOMINION LINOLEUM



Pattern 2175

Code word "DEPENDABLE"

Made in 8/4 only

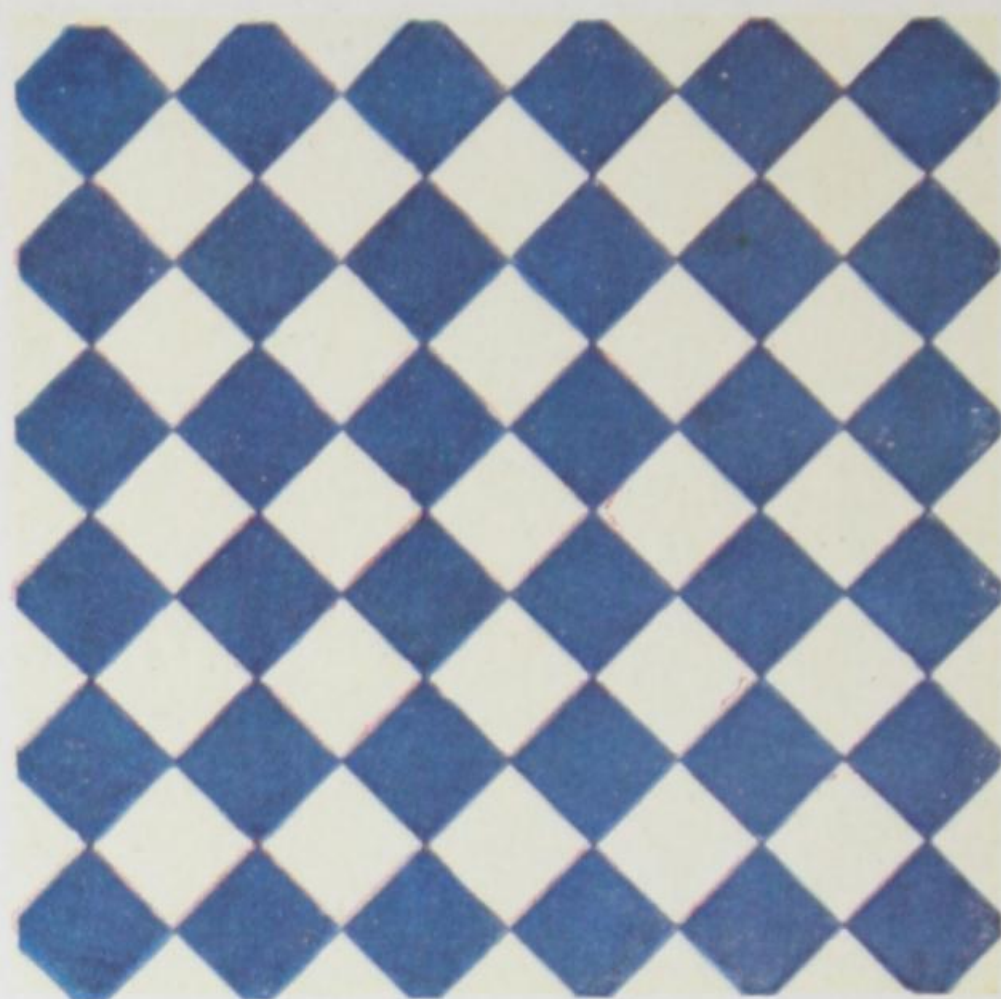


Pattern 2067

Code word "DAFTLESS"

Made in 8/4 only

D QUALITY DOMINION LINOLEUM



Pattern 2024

Code word "DADOLESS"

Made in 8/4 only



Pattern 2023

Code word "DACAPO"

Made in 8/4 only

E QUALITY DOMINION LINOLEUM

DOMINION LINOLEUM

(E Quality)

An exceptionally fine Dominion product, somewhat lighter in weight than Dominion Linoleum (D Quality), but exceedingly durable. There are many attractive patterns made in 8/4, 12/4 and 16/4 widths, that sell on sight. A good line to have in stock—low in price, high in quality. Sells steadily to people who must study their expenditures closely, yet are desirous of enjoying the comfort and beauty of Dominion Linoleum floors. Push this, the largest selling line in any Linoleum Department.



Pattern 5233

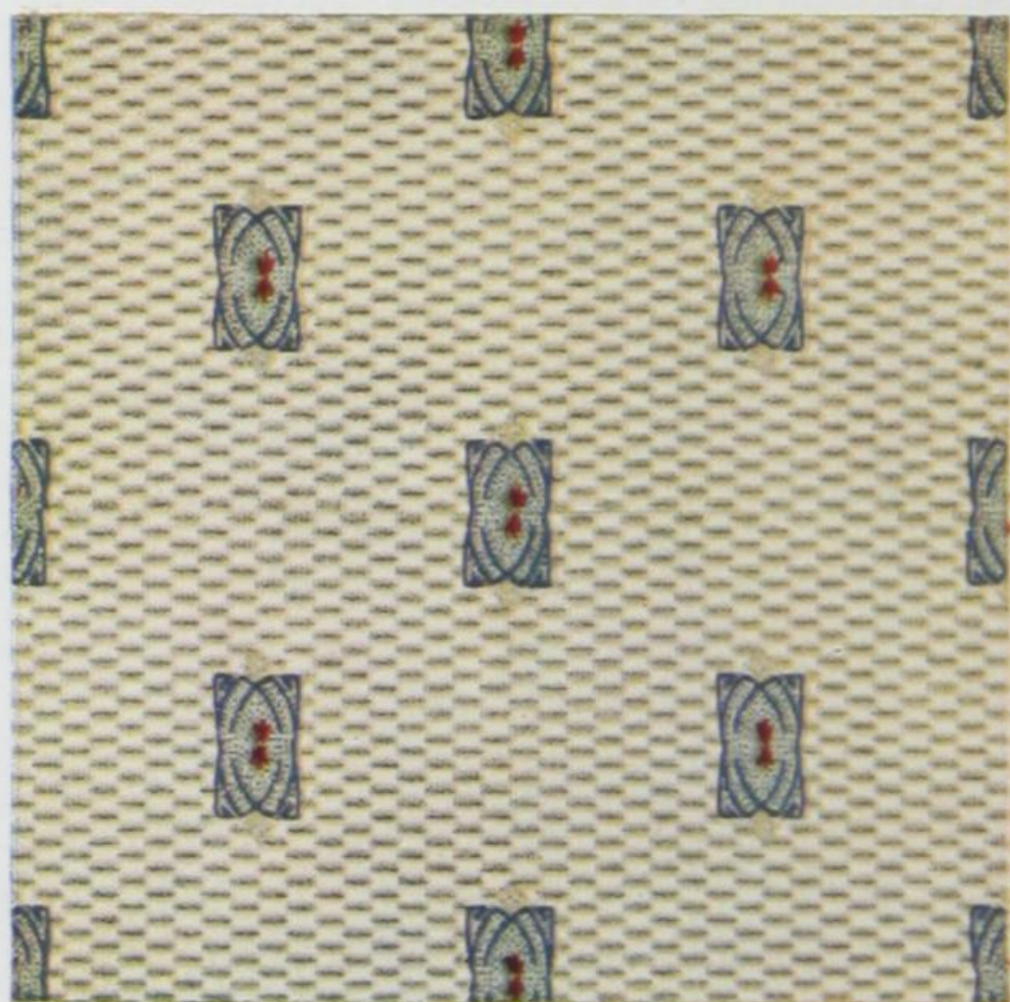
Code word "ELGUZOT"

Made in 8/4, 12/4 and 16/4

E QUALITY DOMINION LINOLEUM

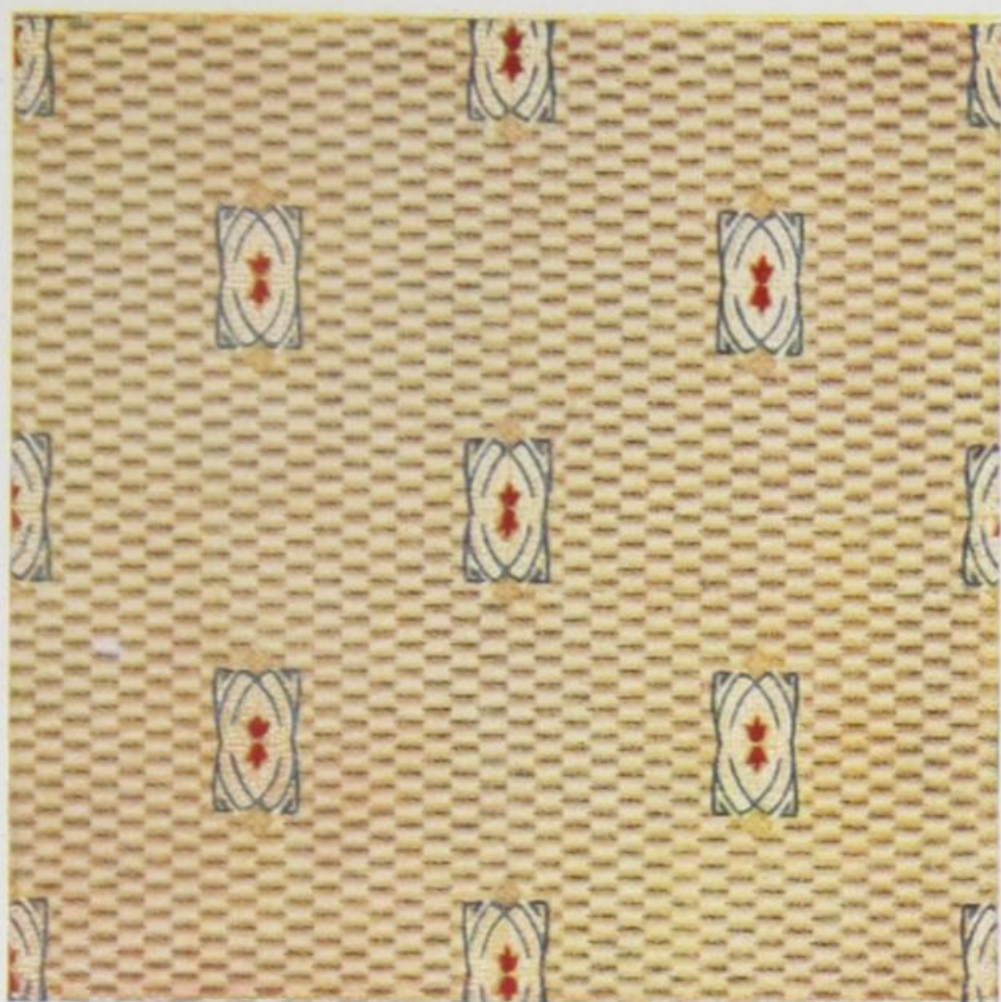


Pattern 5232 Code word "ELGUZAM"
Made in 8/4, 12/4 and 16/4



Pattern 5231 Code word "ELGUZY"
Made in 8/4 only

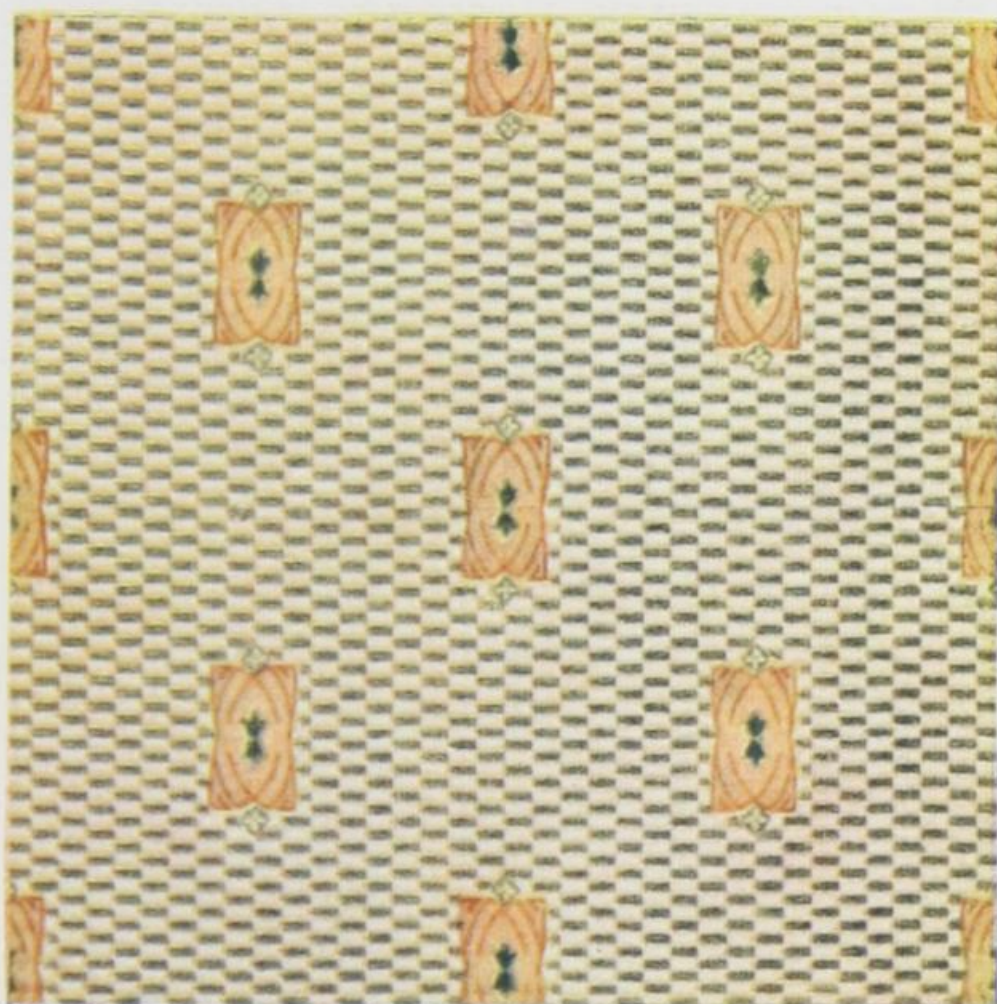
E QUALITY DOMINION LINOLEUM



Pattern 5230

Code word "ELGUYER"

Made in 8/4 only



Pattern 5229

Code word "ELGUT"

Made in 8/4 only

E QUALITY DOMINION LINOLEUM



Pattern 5228

Code word "ELGUSH"

Made in 8/4 only



Pattern 5227

Code word "ELGURO"

Made in 8/4 only

E QUALITY DOMINION LINOLEUM



Pattern 5226

Code word "ELGUME"

Made in 8/4 only

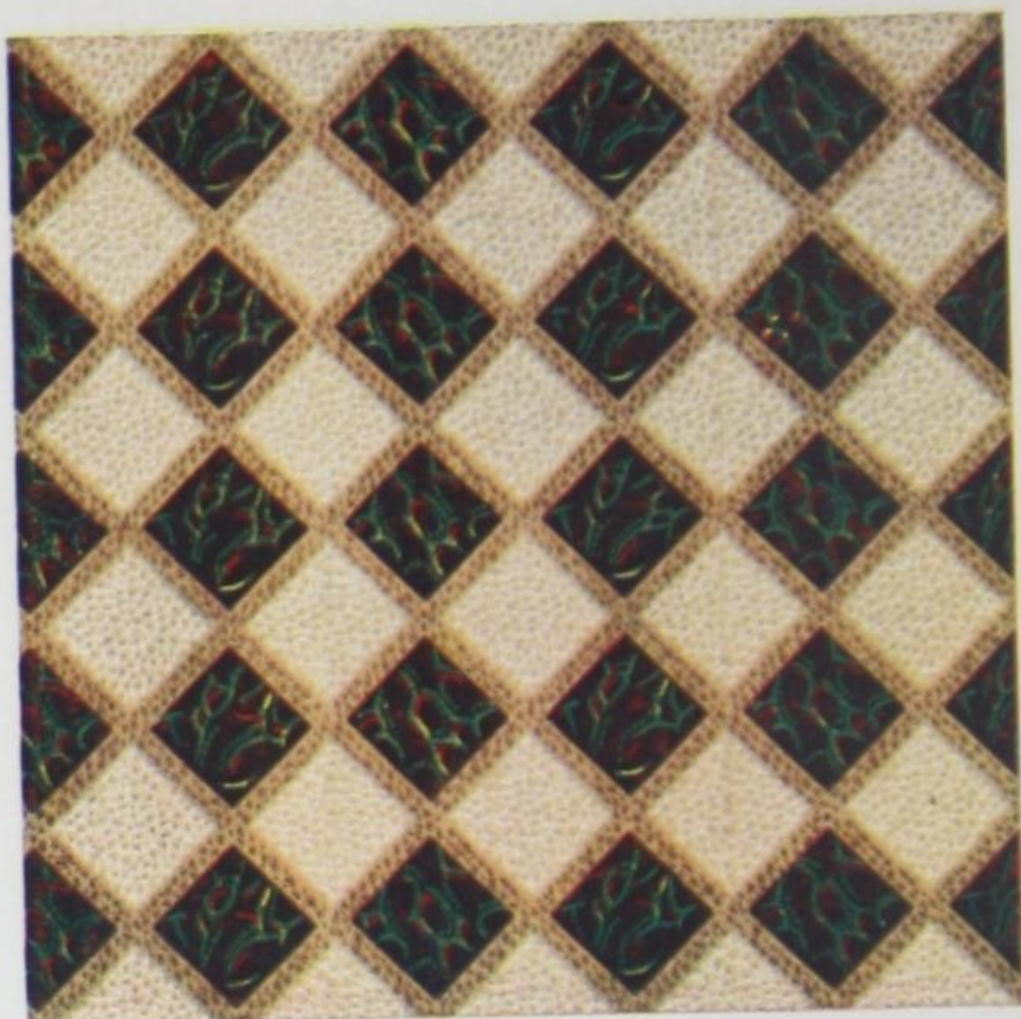


Pattern 5225

Code word "ELGUL"

Made in 8/4 only

E QUALITY DOMINION LINOLEUM



Pattern 5224

Code word "ELGULCH"

Made in 8/4 only



Pattern 5223

Code word "ELGUIB"

Made in 8/4 only

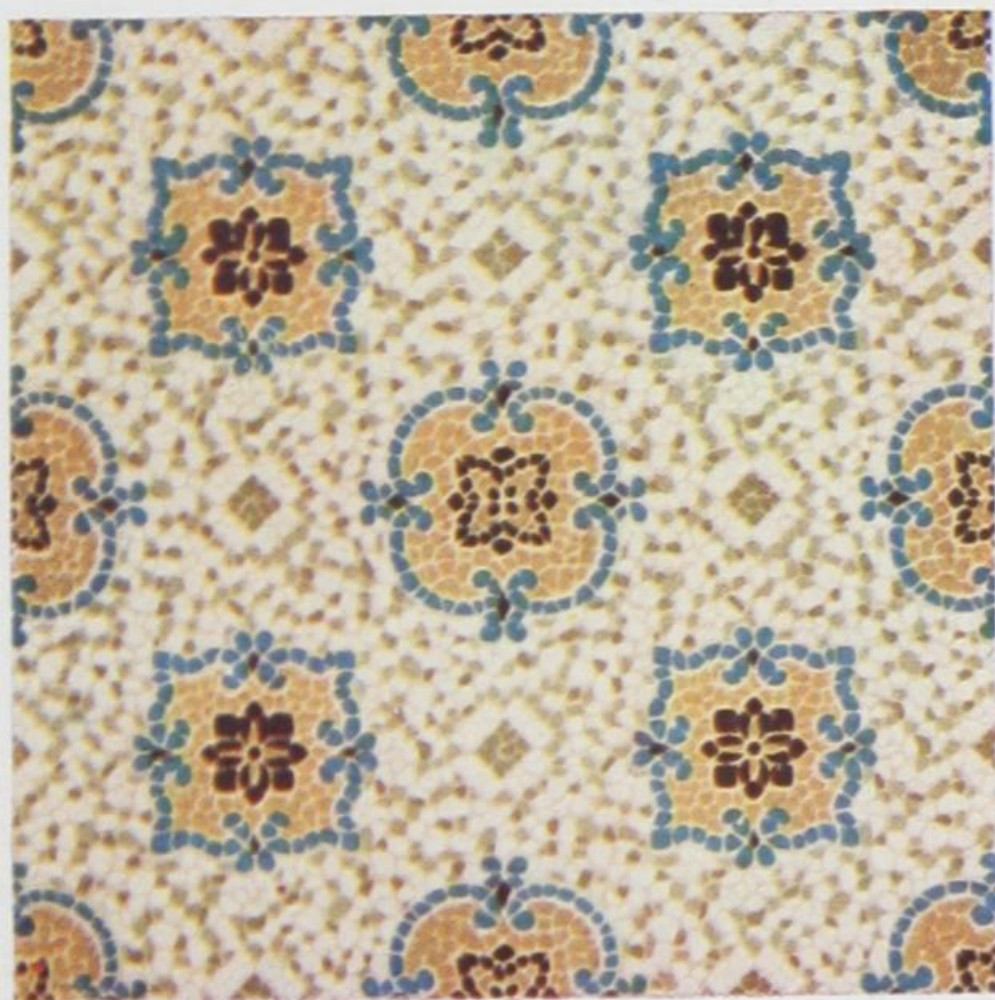
E QUALITY DOMINION LINOLEUM



Pattern 5222

Code word "ELGUFF"

Made in 8/4 only



Pattern 5221

Code word "ELGUAVA"

Made in 8/4 only

E QUALITY DOMINION LINOLEUM



Pattern 5220

Code word "ELGUARD"

Made in 8/4 and 16/4



Pattern 5219

Code word "ELGUAN"

Made in 8/4 and 16/4

E QUALITY DOMINION LINOLEUM



Pattern 5218

Code word "ELGOVER"

Made in 8/4 only

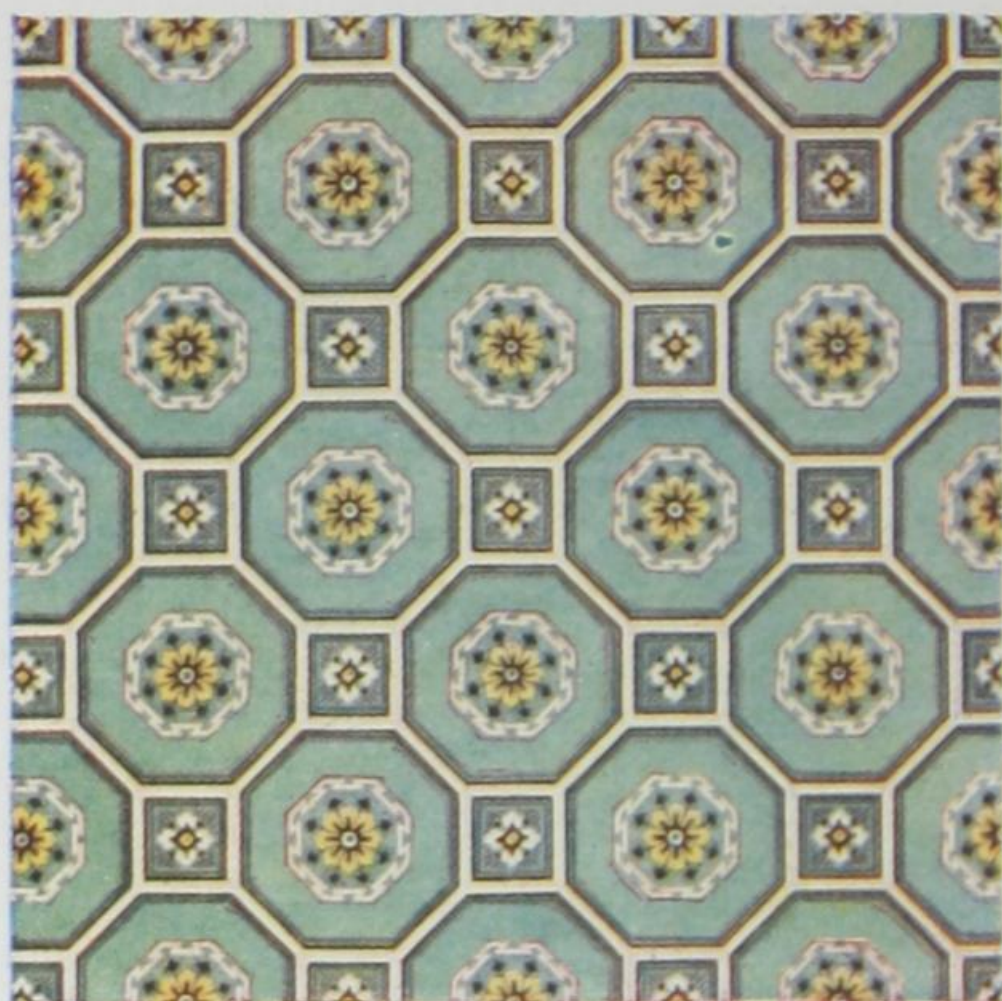


Pattern 5217

Code word "ELGORE"

Made in 8/4 only

E QUALITY DOMINION LINOLEUM



Pattern 5216

Code word "ELGOLT"

Made in 8/4 only



Pattern 5215

Code word "ELGOOF"

Made in 8/4 and 16/4

E QUALITY DOMINION LINOLEUM



Pattern 5214

Code word "ELGOD"

Made in 8/4 and 16/4



Pattern 5213

Code word "ELGOBO"

Made in 8/4 only

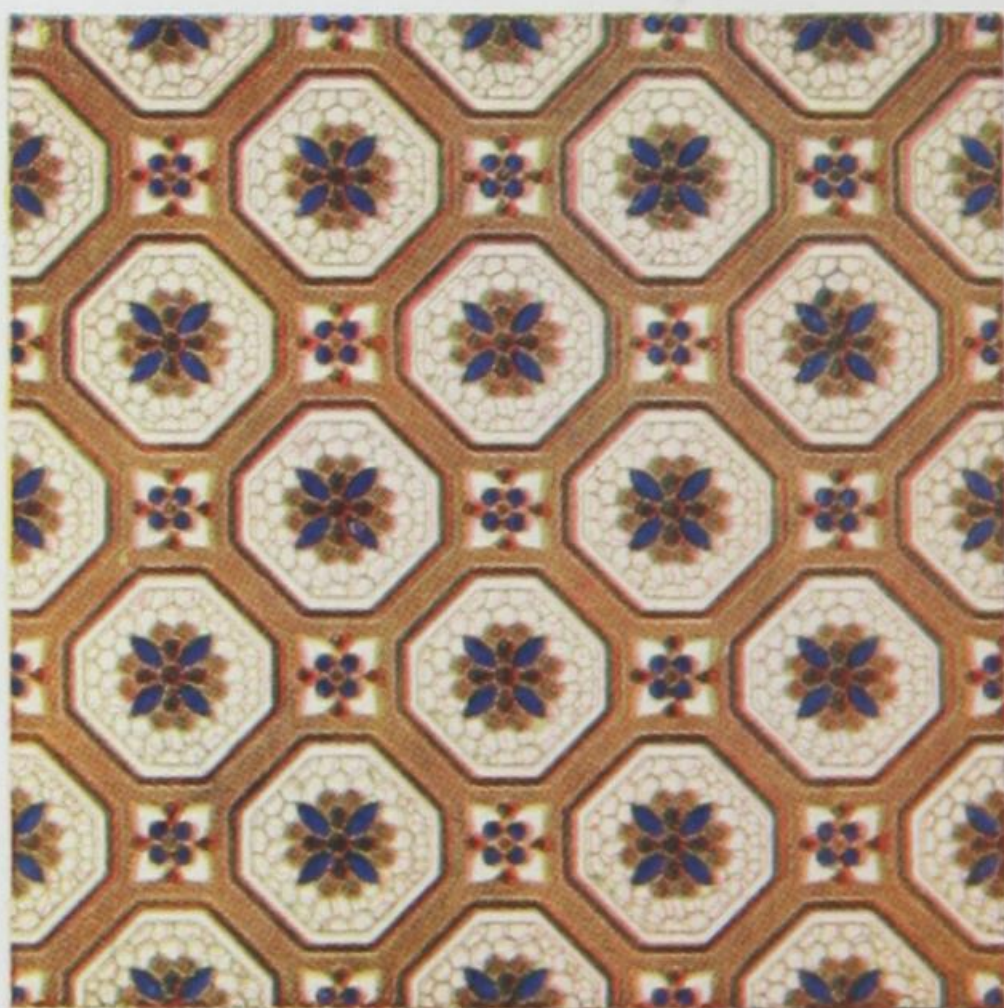
E QUALITY DOMINION LINOLEUM



Pattern 5212

Code word "ELGO"

Made in 8/4, 12/4 and 16/4



Pattern 5211

Code word "ELFARAST"

Made in 8/4, 12/4 and 16/4

E QUALITY DOMINION LINOLEUM



Pattern 5210

Code word "ELFARA"

Made in 8/4 only



Pattern 5209

Code word "ELFASTOR"

Made in 8/4 only

E QUALITY DOMINION LINOLEUM



Pattern 5207

Code word "ELFAST"

Made in 8/4 and 16/4

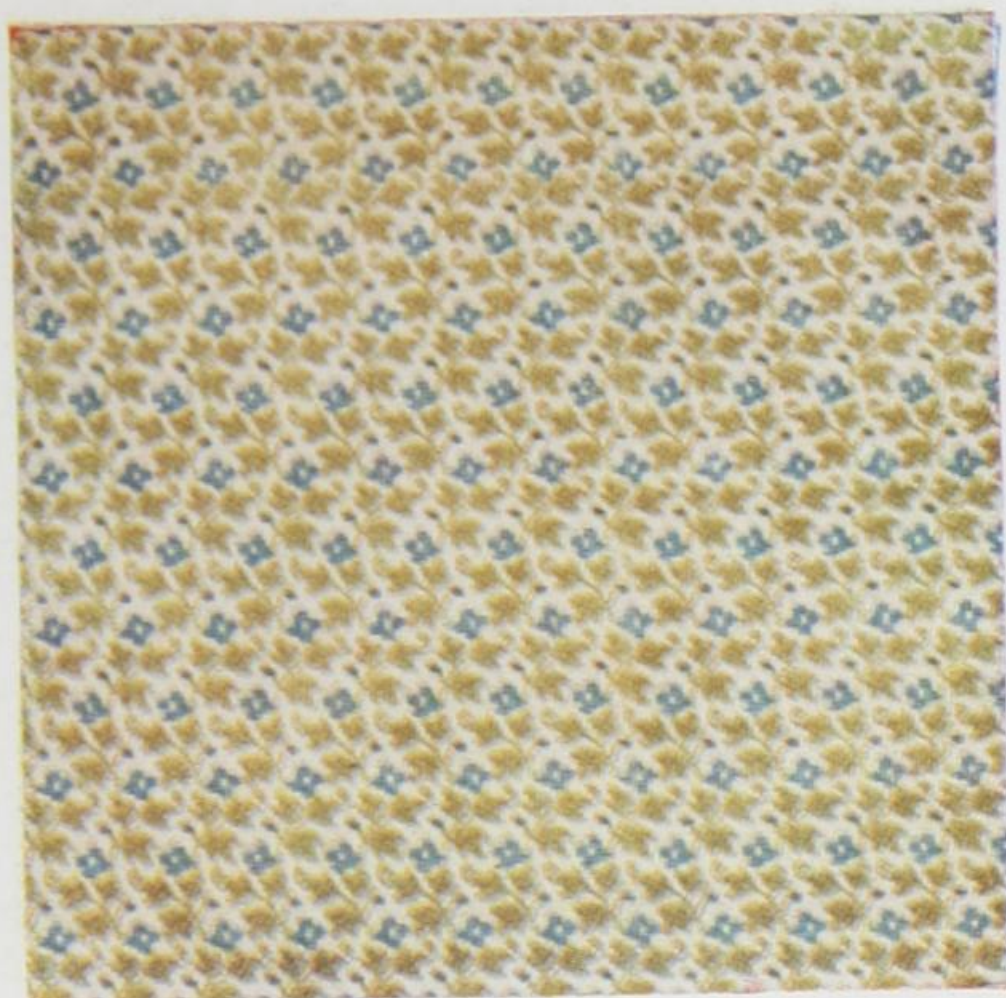


Pattern 5206

Code word "ELFECAST"

Made in 8/4 and 16/4

E QUALITY DOMINION LINOLEUM



Pattern 5205

Code word "ELFECARO"

Made in 8/4 only



Pattern 5203

Code word "ELFEDACA"

Made in 8/4 only

E QUALITY DOMINION LINOLEUM



Pattern 5202

Code word "ELFEDA"

Made in 8/4 and 16/4



Pattern 5201

Code word "ELFAD"

Made in 8/4 and 16/4

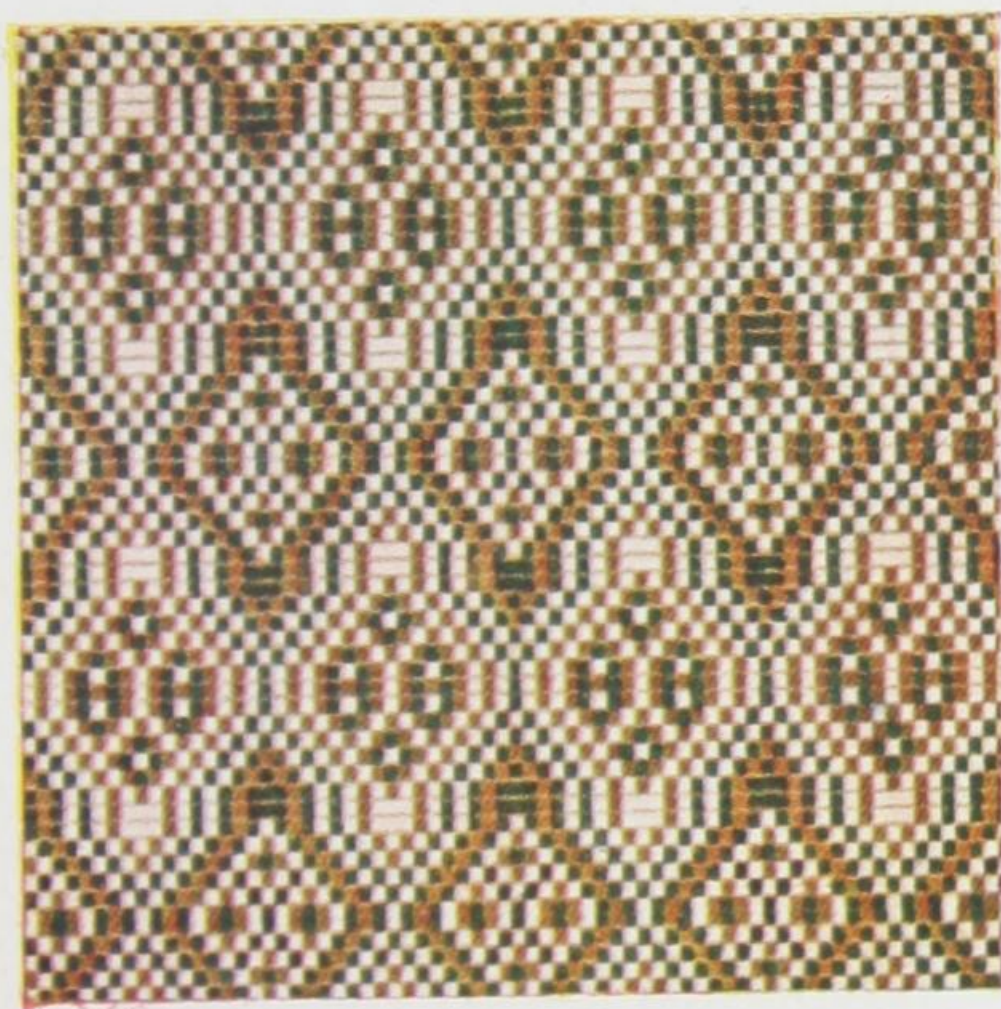
E QUALITY DOMINION LINOLEUM



Pattern 5199

Code word "ELECTROBAS"

Made in 8/4 only



Pattern 5198

Code word "ELECTRIDE"

Made in 8/4 only

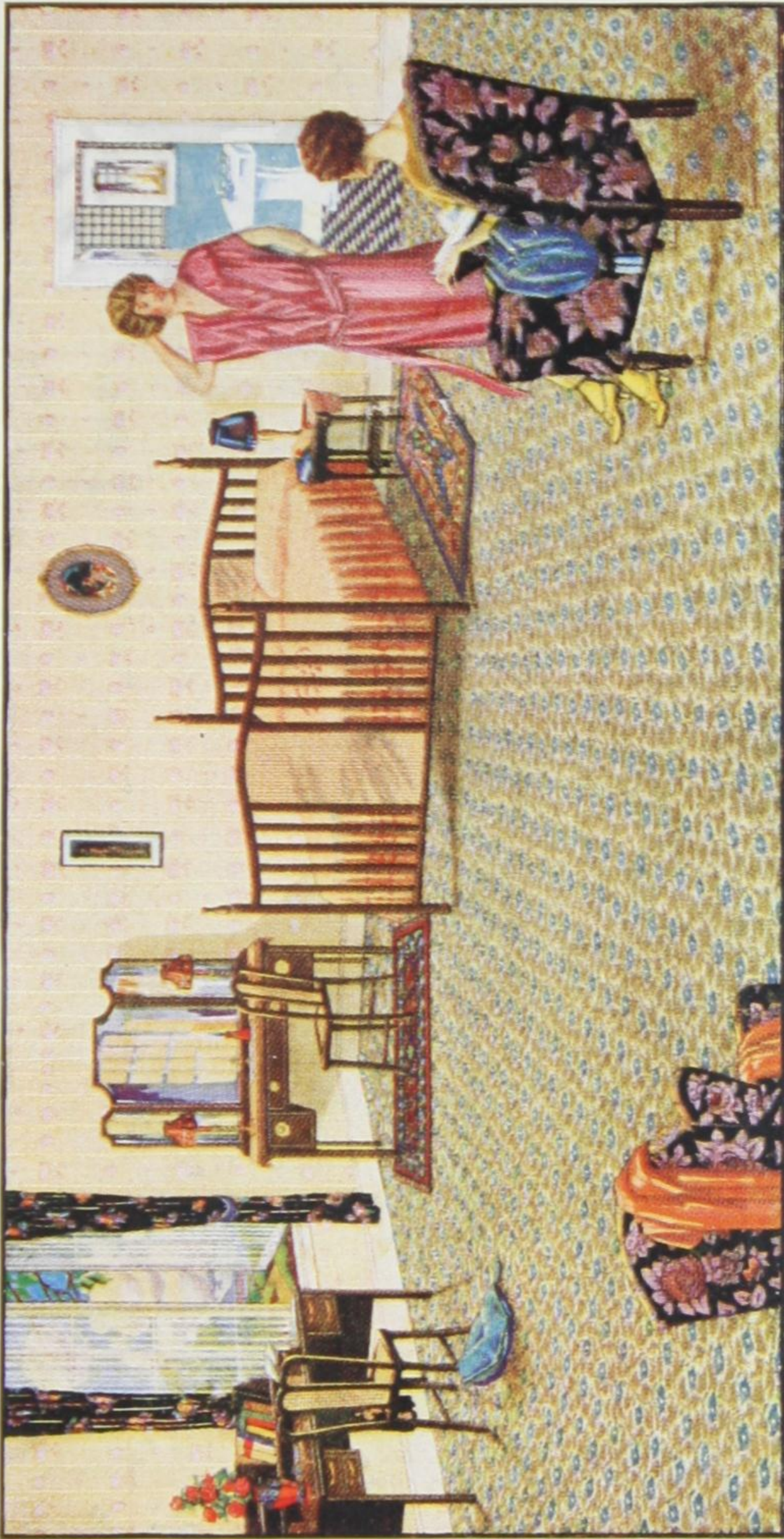
E QUALITY DOMINION LINOLEUM



Pattern 5197 Code word "ELECTRABA"
Made in 8/4 and 16/4

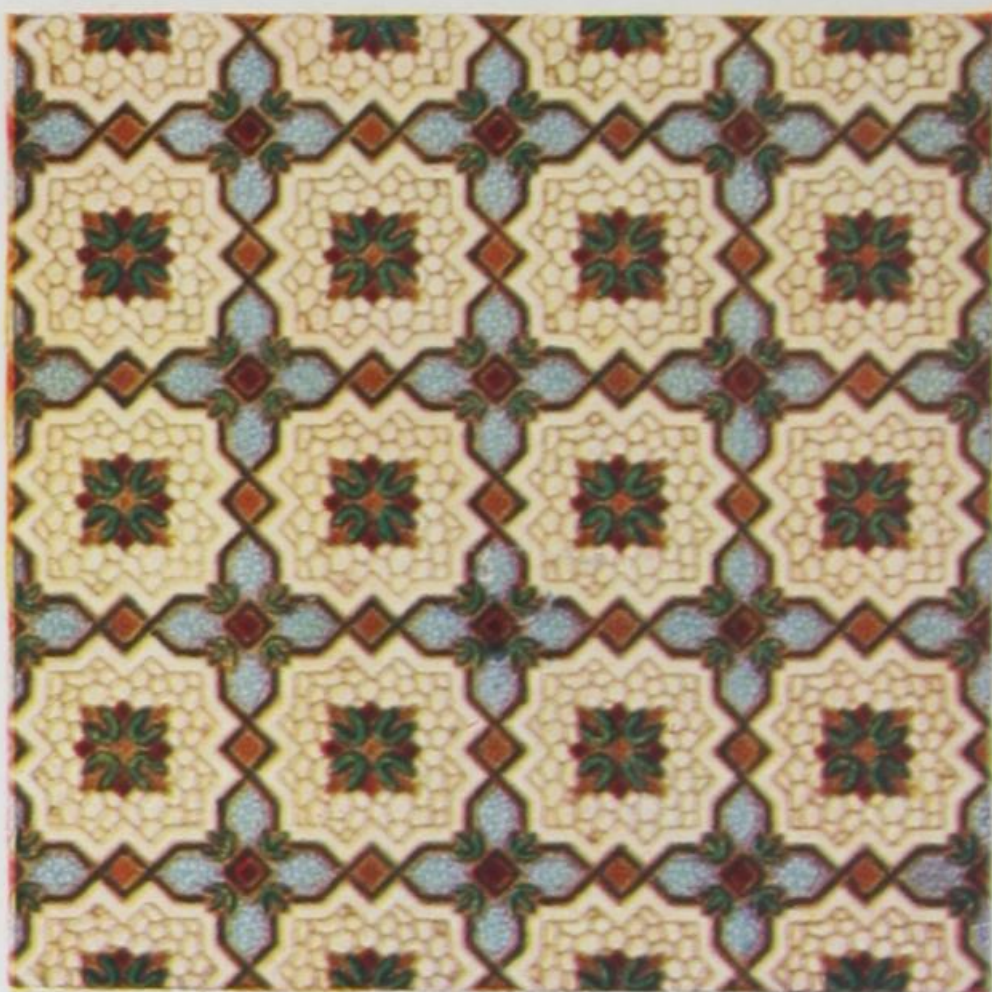


Pattern 5196 Code word "ELECTRA"
Made in 8/4 and 16/4



This dainty bedroom effect is made possible by beautiful Dominion Linoleum floor. Illustration shows pattern No. 5205, also made in one other colouring, No. 5203 as shown on page 49. There is a wide range of attractive bedroom patterns to choose from.

E QUALITY DOMINION LINOLEUM



Pattern 5195

Code word "ELECTOST"

Made in 8/4 only

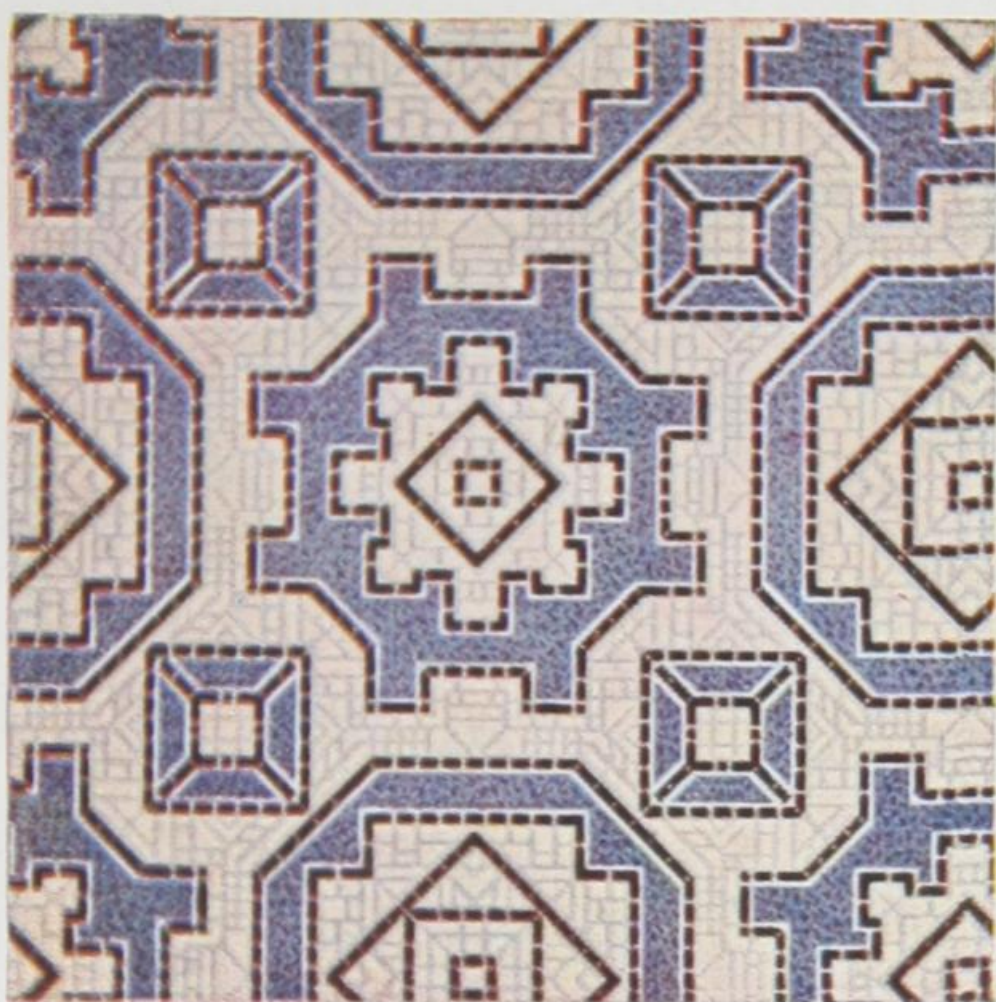


Pattern 5194

Code word "ELECTORGO"

Made in 8/4 only

E QUALITY DOMINION LINOLEUM



Pattern 5192 Code word "ELECTORBA"
Made in 8/4 and 16/4



Pattern 5191 Code word "ELECTORAL"
Made in 8/4 and 16/4

E QUALITY DOMINION LINOLEUM



Pattern 5190

Code word "ELECTOR"

Made in 8/4 and 16/4



Pattern 5189

Code word "ELECTIVE"

Made in 8/4 and 16/4

E QUALITY DOMINION LINOLEUM



Pattern 5188

Code word "ELECTION"

Made in 8/4 and 16/4



Pattern 5180

Code word "ELBOW"

Made in 8/4 only

E QUALITY DOMINION LINOLEUM



Pattern 5179

Code word "ELATION"

Made in 8/4 only



Pattern 5165

Code word "EDICT"

Made in 8/4 and 16/4

E QUALITY DOMINION LINOLEUM



Pattern 5156

Code word "ECSTATIC"

Made in 8/4, 12/4 and 16/4

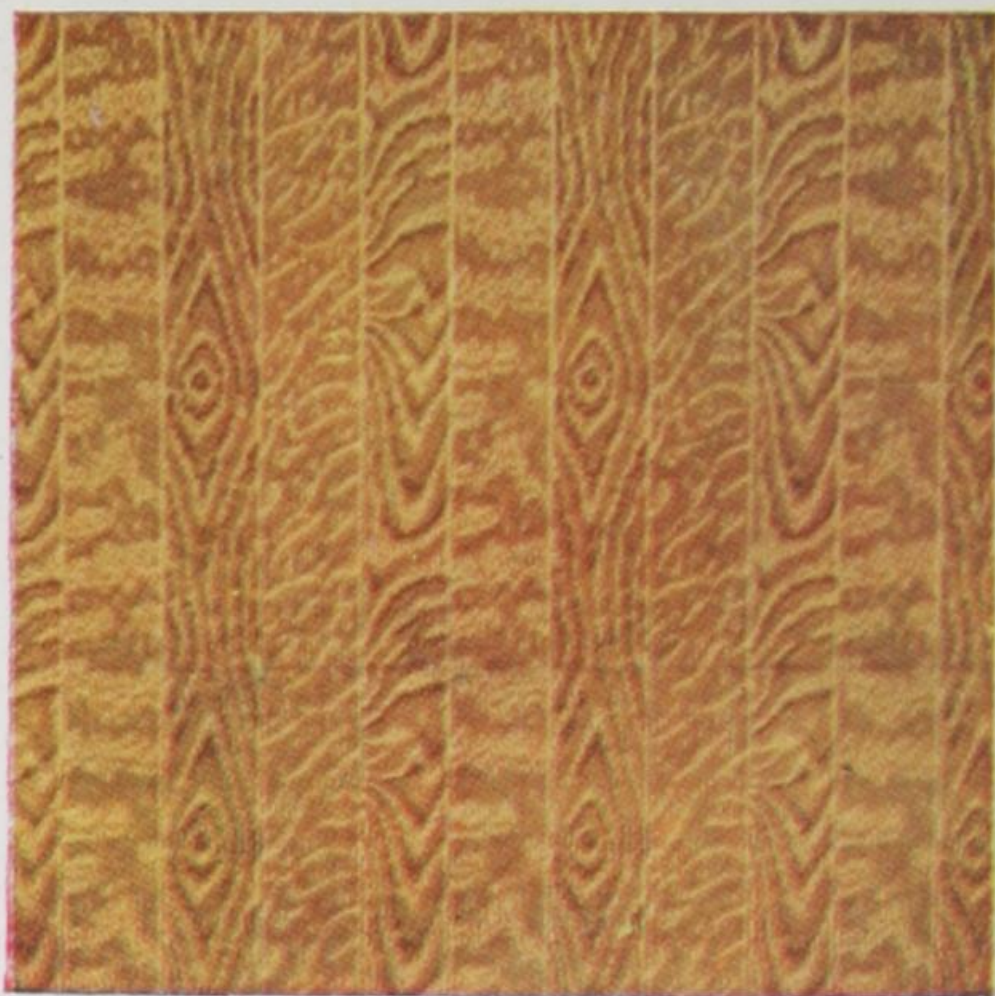


Pattern 5150

Code word "EXUDE"

Made in 8/4 and 16/4

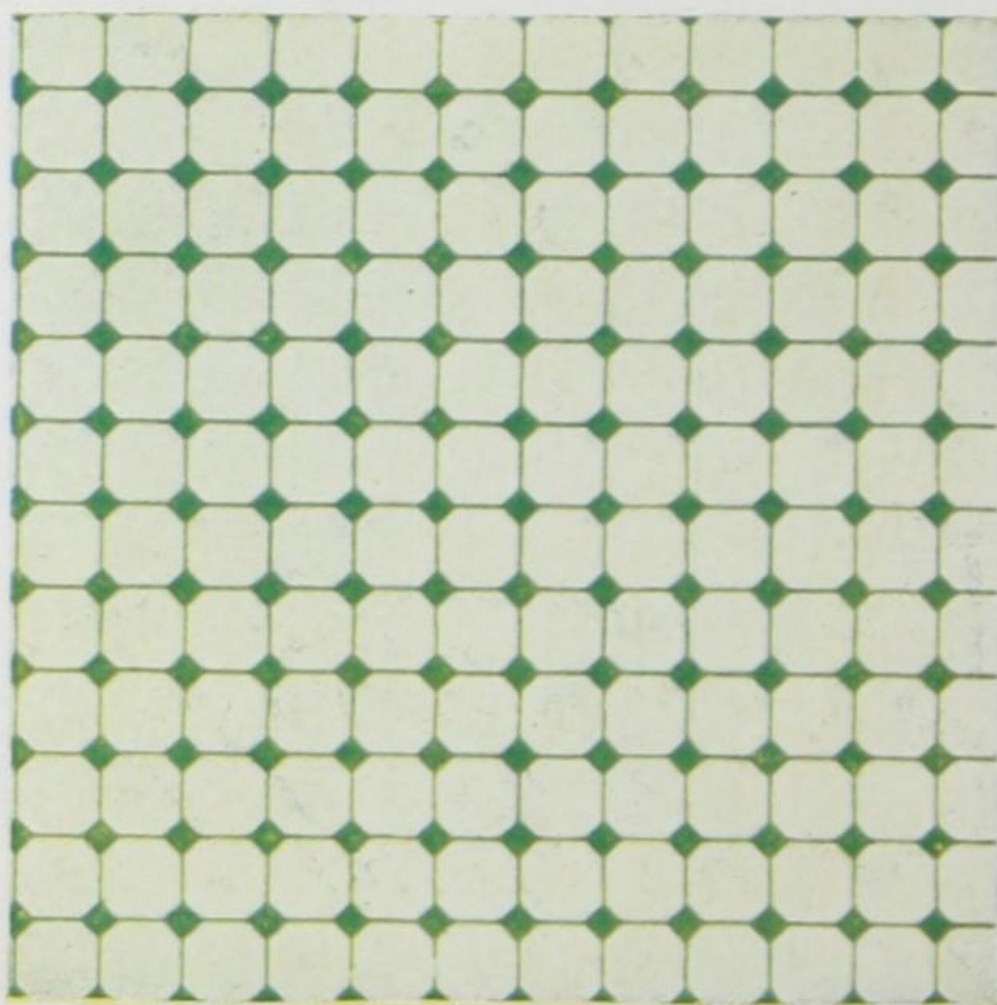
E QUALITY DOMINION LINOLEUM



Pattern 3331

Code word "EVANGEL"

Made in 8/4 only

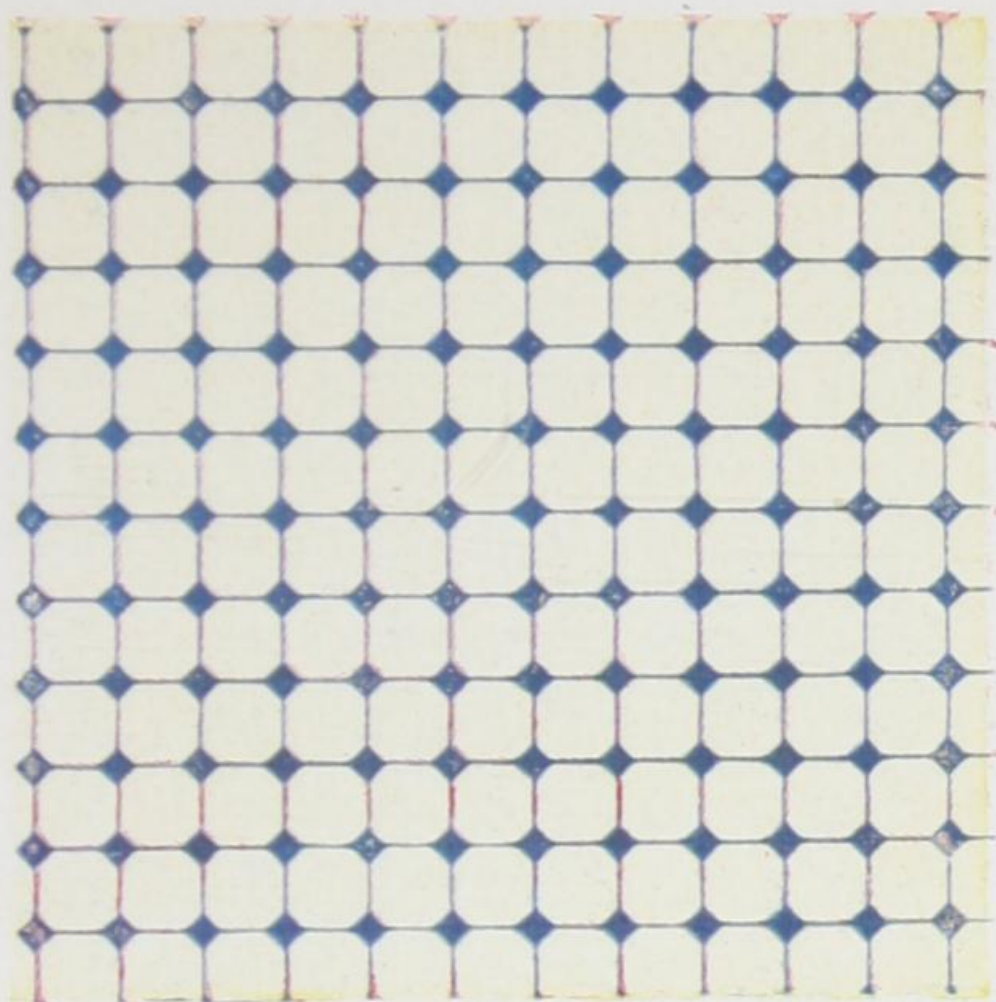


Pattern 3288

Code word "EPISODE"

Made in 8/4 only

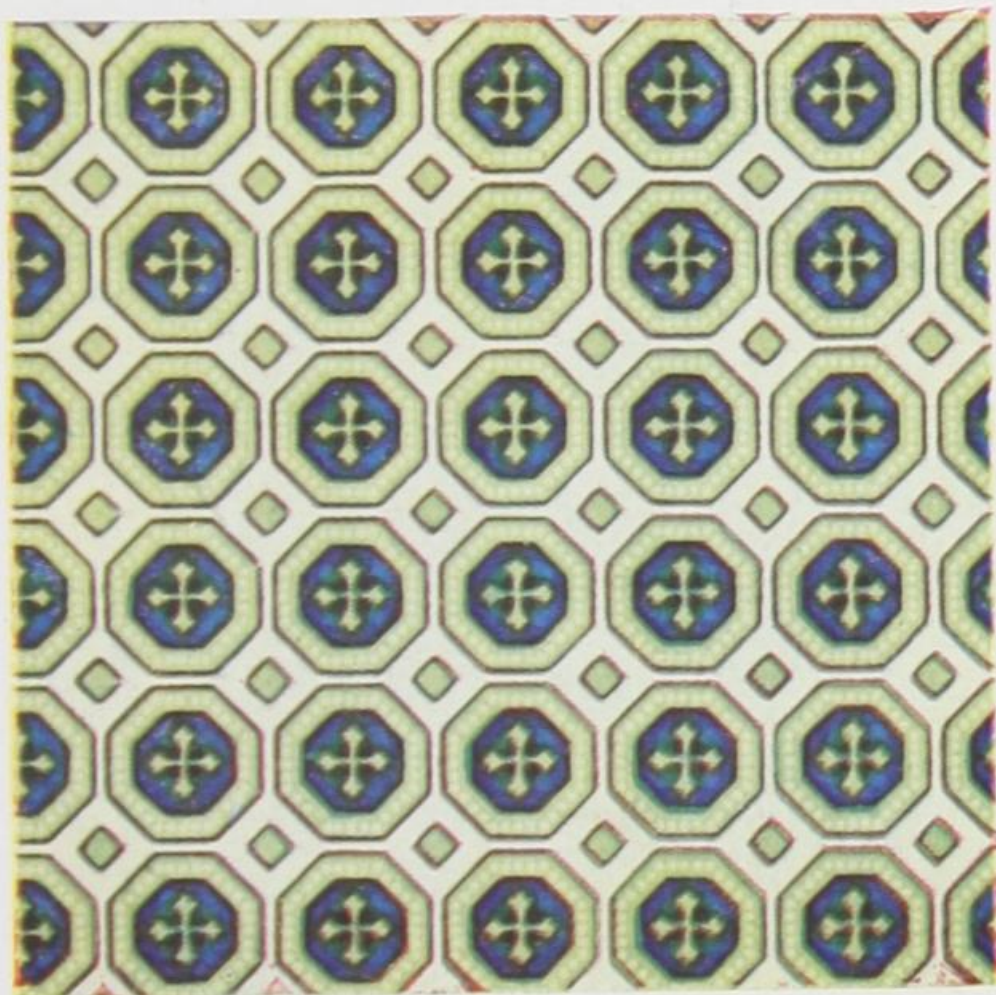
E QUALITY DOMINION LINOLEUM



Pattern 3287

Code word "EPIGRAM"

Made in 8/4 only

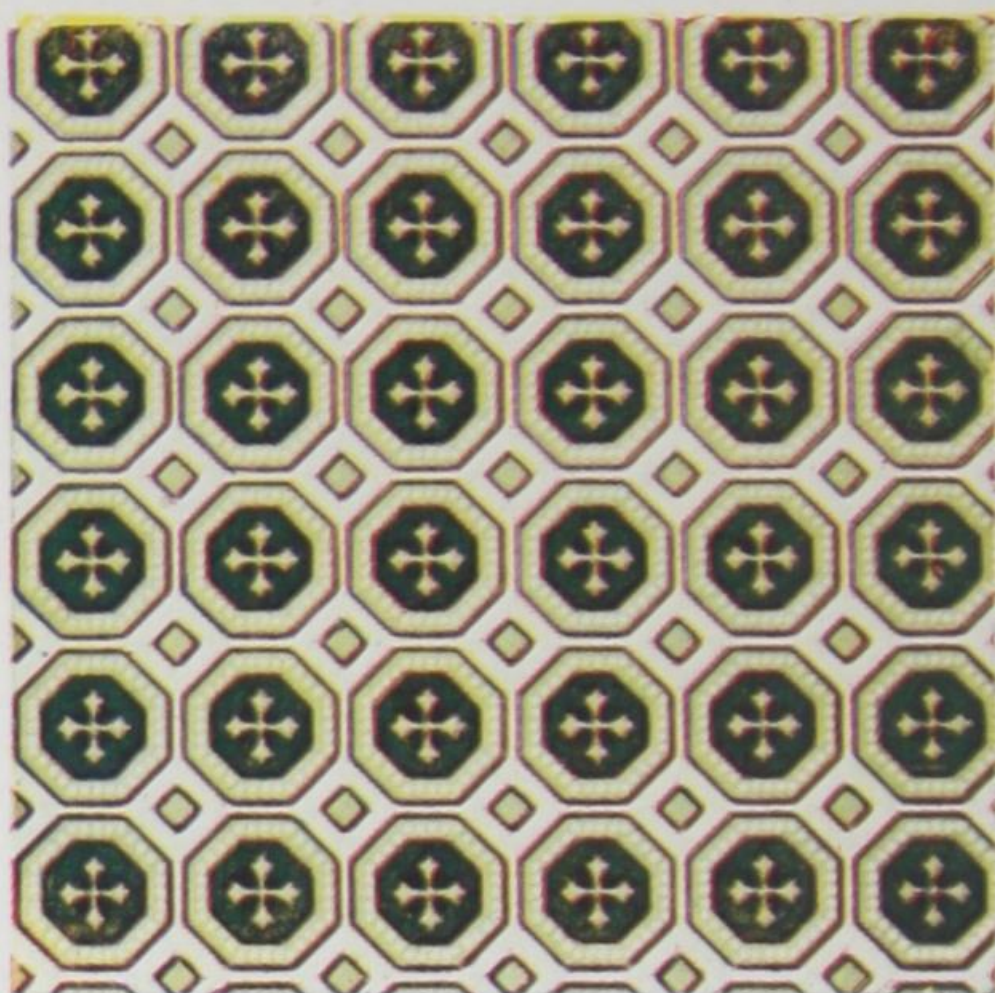


Pattern 3036

Code word "EAGLELESS"

Made in 8/4 only

E QUALITY DOMINION LINOLEUM



Pattern 3035

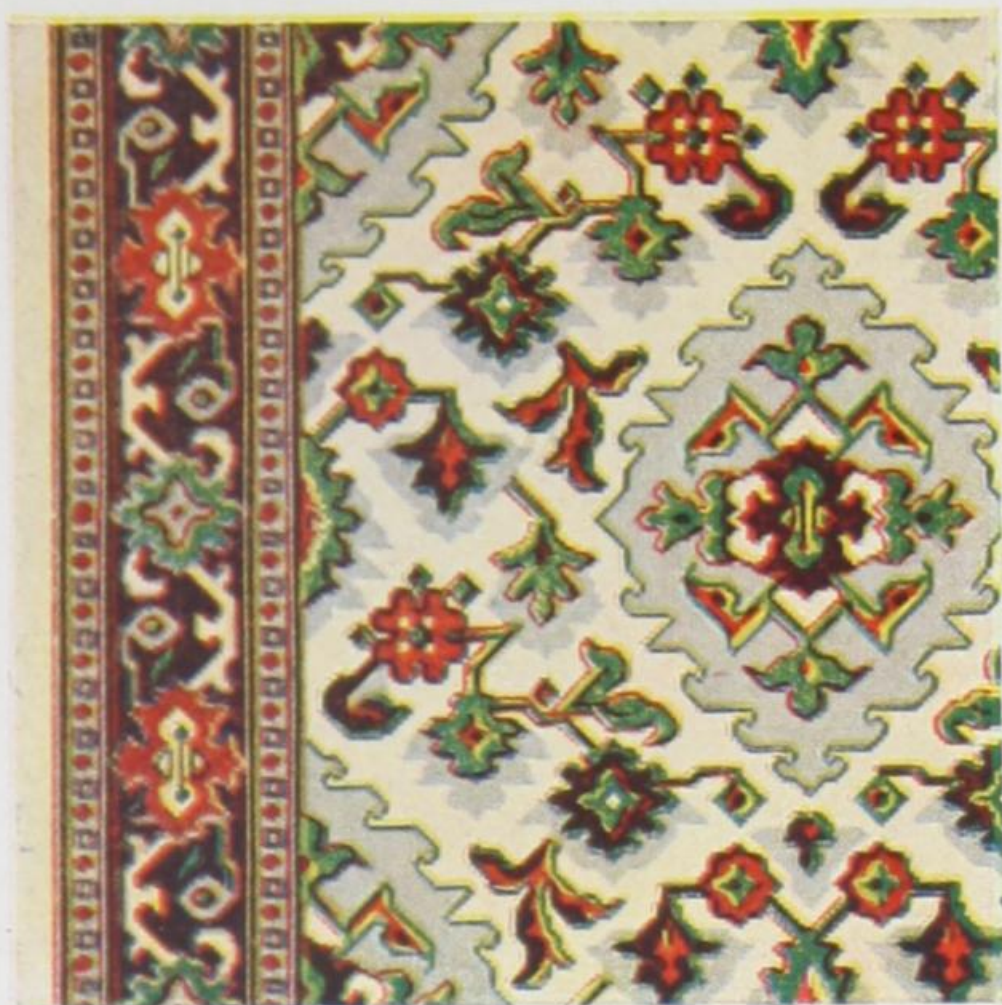
Code word "EAGERING"

Made in 8/4 only

PASSAGE LINOLEUM

You'll sell a lot of Dominion Passage Linoleum if you put a little effort behind it. Display a few rolls on the floor. Mention it to your customers. It's the very thing for the hallway, neat, durable, attractive and easily cleaned—and kept clean. People will be glad to buy it for its common-sense utility. Why wait till they ask for it when "suggestion" will bring you the business?

DOMINION PASSAGE LINOLEUM



Pattern 123

Code word "PAXWIC"

Made in 2/4, 3/4 and 4/4

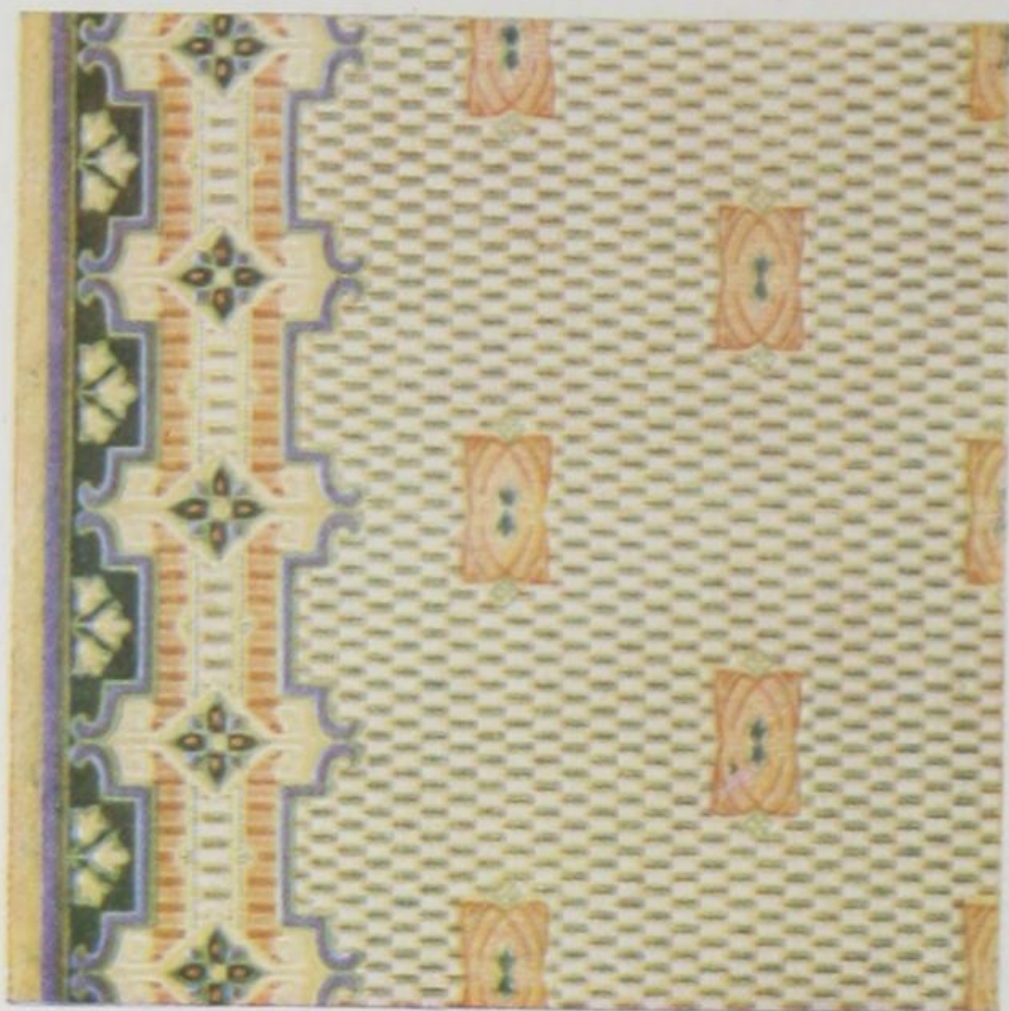


Pattern 122

Code word "PAXWEB"

Made in 2/4, 3/4 and 4/4

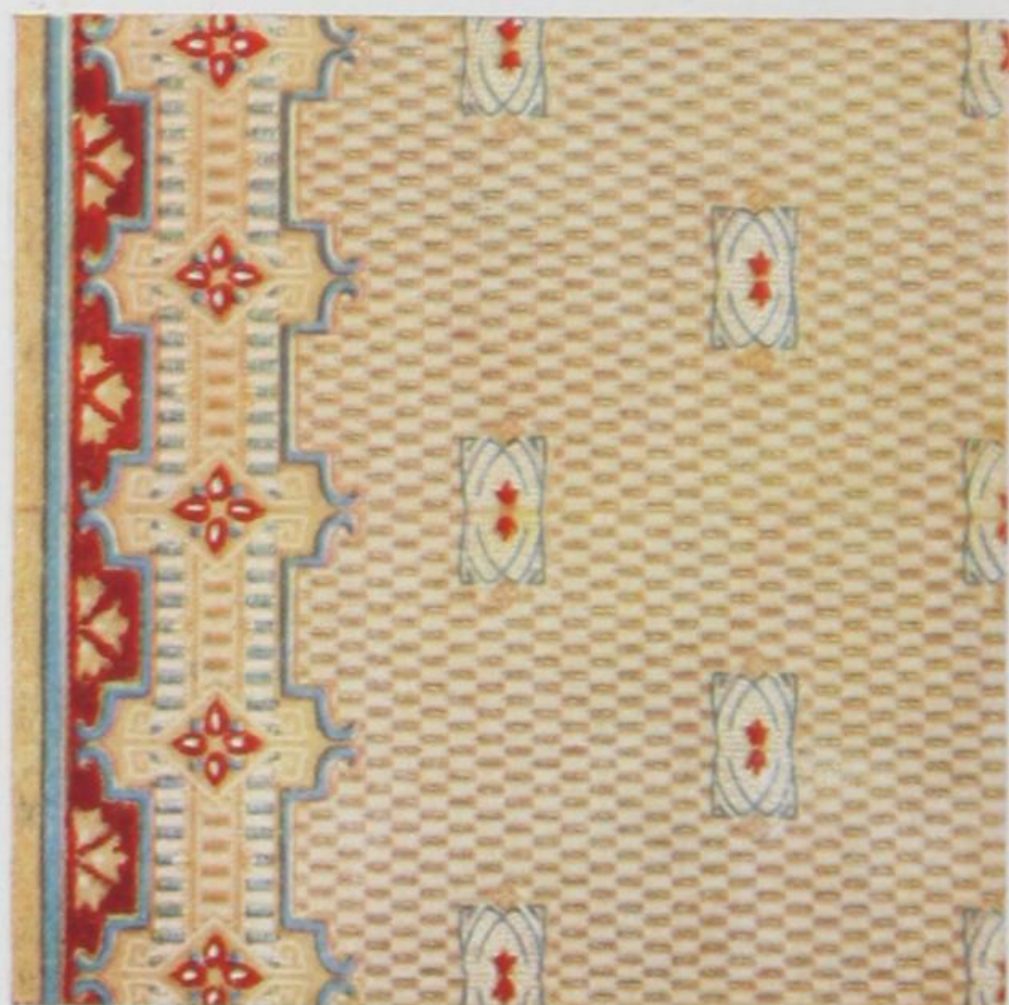
DOMINION PASSAGE LINOLEUM



Pattern 121

Code word "PAXWAX"

Made in 3/4 and 4/4

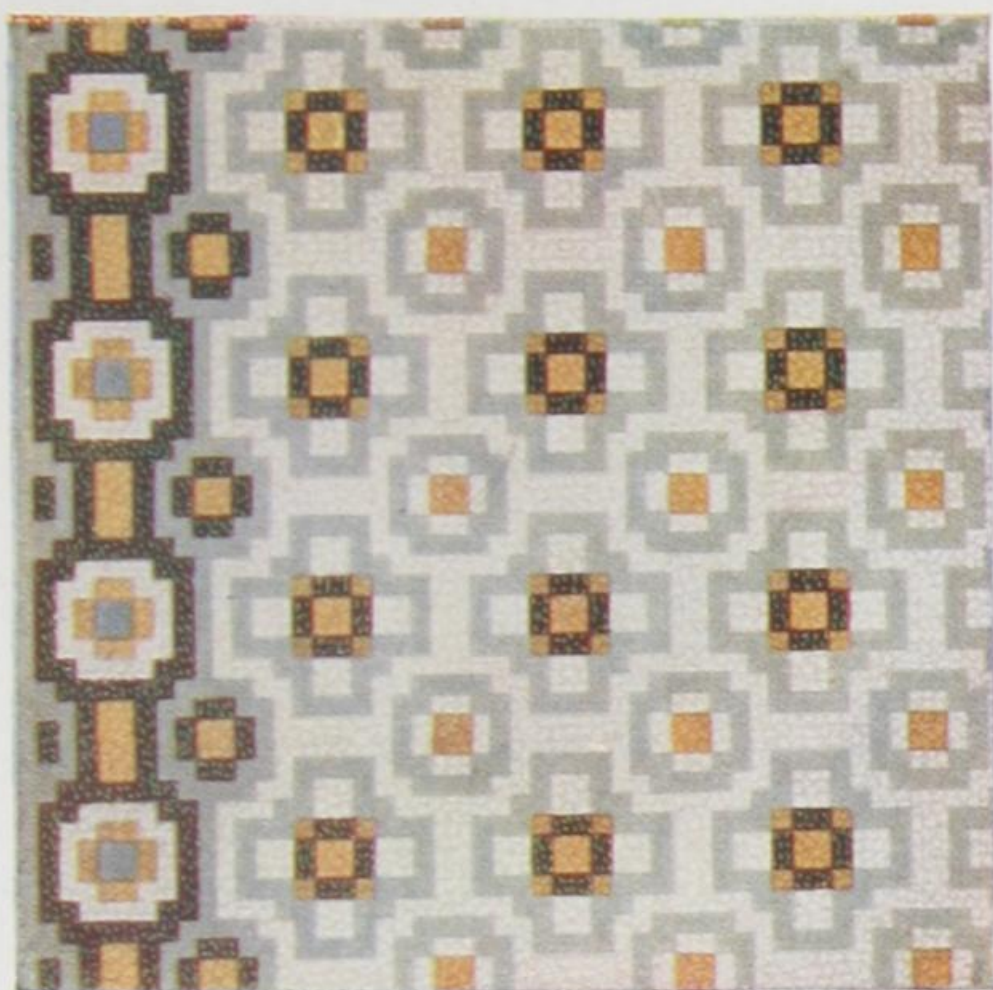


Pattern 120

Code word "PAXIUBA"

Made in 3/4 and 4/4

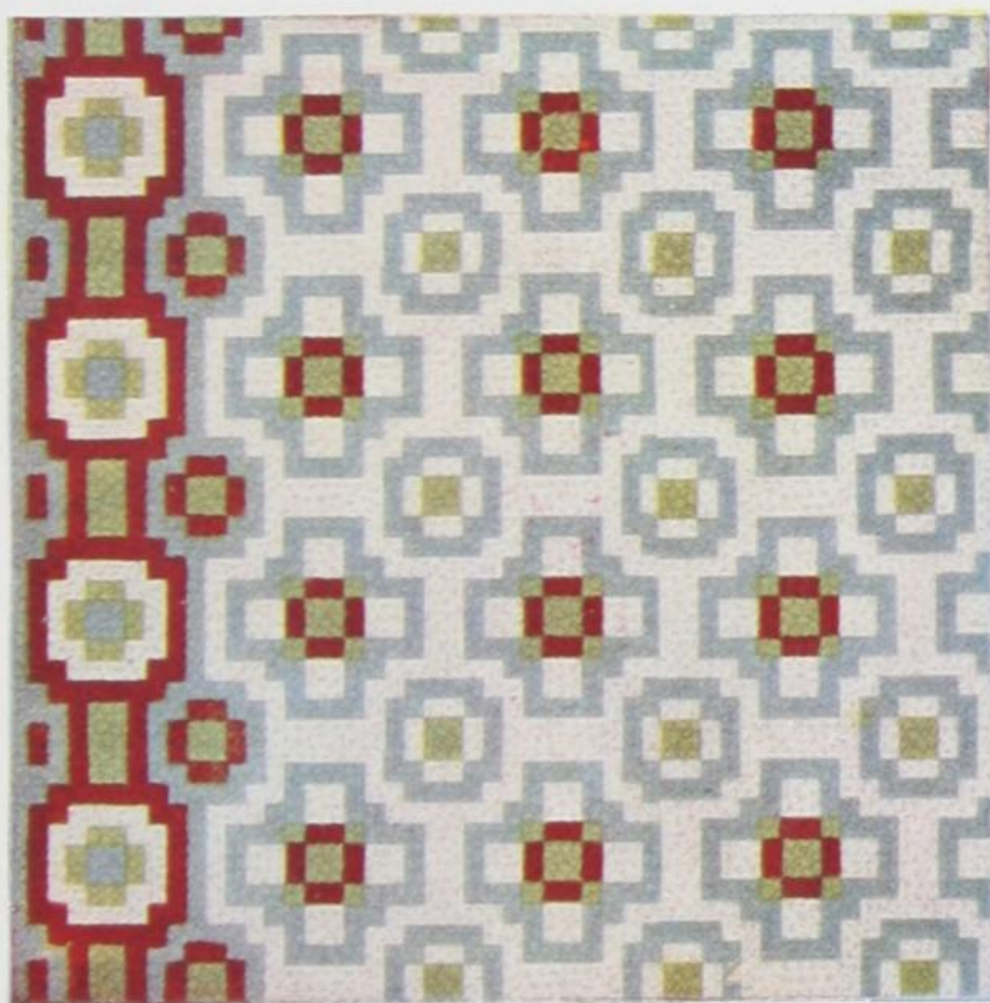
DOMINION PASSAGE LINOLEUM



Pattern 119

Code word "PAX"

Made in 3/4 and 4/4



Pattern 118

Code word "PAWNER"

Made in 3/4 and 4/4

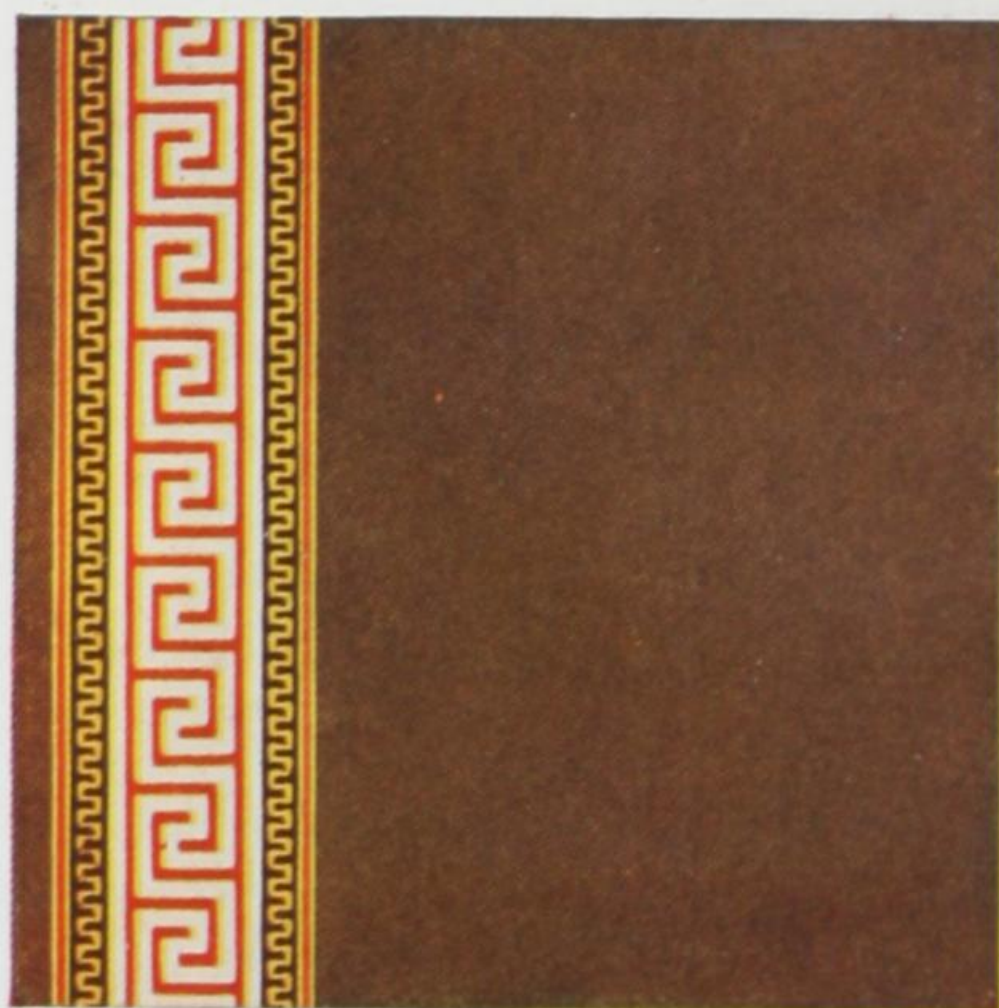
DOMINION PASSAGE LINOLEUM



Pattern 101

Code word "ENCHANT"

Made in $\frac{2}{4}$, $\frac{5}{8}$, $\frac{3}{4}$, $\frac{4}{4}$, $\frac{5}{4}$ and $\frac{6}{4}$



Pattern 100

Code word "ENCHARGER"

Made in $\frac{2}{4}$, $\frac{5}{8}$, $\frac{3}{4}$, $\frac{4}{4}$, $\frac{5}{4}$ and $\frac{6}{4}$

DOMINION BATTLESHIP LINOLEUM
DOMINION CORK CARPET
DOMINION PLAIN LINOLEUM



STORES, Restaurants, offices, banks, schools, halls, and public buildings of every kind need the permanent, sanitary, easily cleaned floors provided by Dominion Battleship Linoleum. Churches, Sunday Schools, Libraries and places where extreme quiet is essential can use Dominion Cork Carpet to equal advantage.

With this in mind, look over your own immediate neighborhood. You'll quickly see possibilities.

Dominion Battleship Linoleum AAA quality, is made in eight standard shades—brown, green, terra cotta, grey, buff, blue, black and white, also special colors for large contracts. AA and A qualities come in four standard shades only, (brown, green, terra cotta, grey); Dominion Cork Carpet in brown and green.

Many Dominion dealers have built up big and profitable connections selling Dominion Battleship Linoleum, Dominion Plain Linoleum and Dominion Cork Carpet, and laying it on a contract basis. You can readily do the same thing, for the prospects for these modern floors are practically limitless.

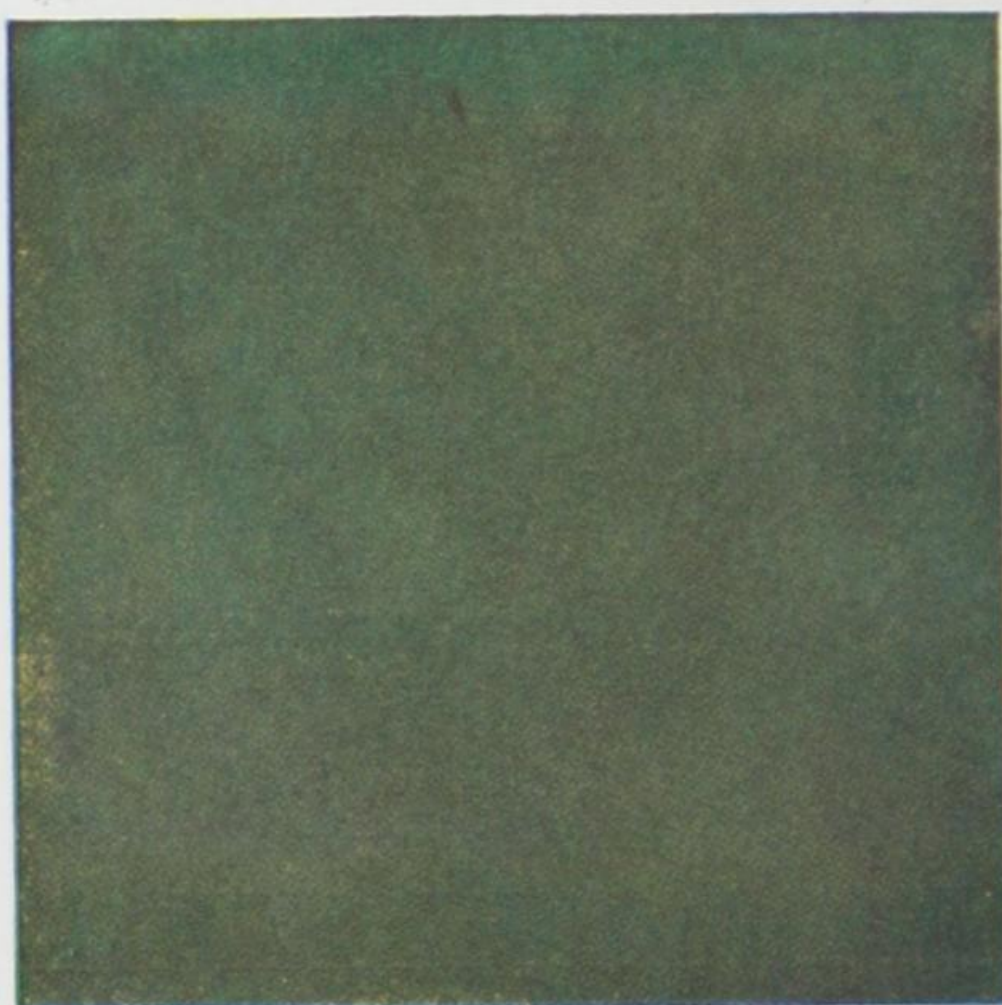
Write us to-day for sample swatches and booklet giving important laying instructions and other valuable data on securing and handling this business. Remember, each installation you sell involves large yardage and yields a handsome profit.

Let us help make you the "Business Floor Specialist" of your district.

DOMINION BATTLESHIP LINOLEUM

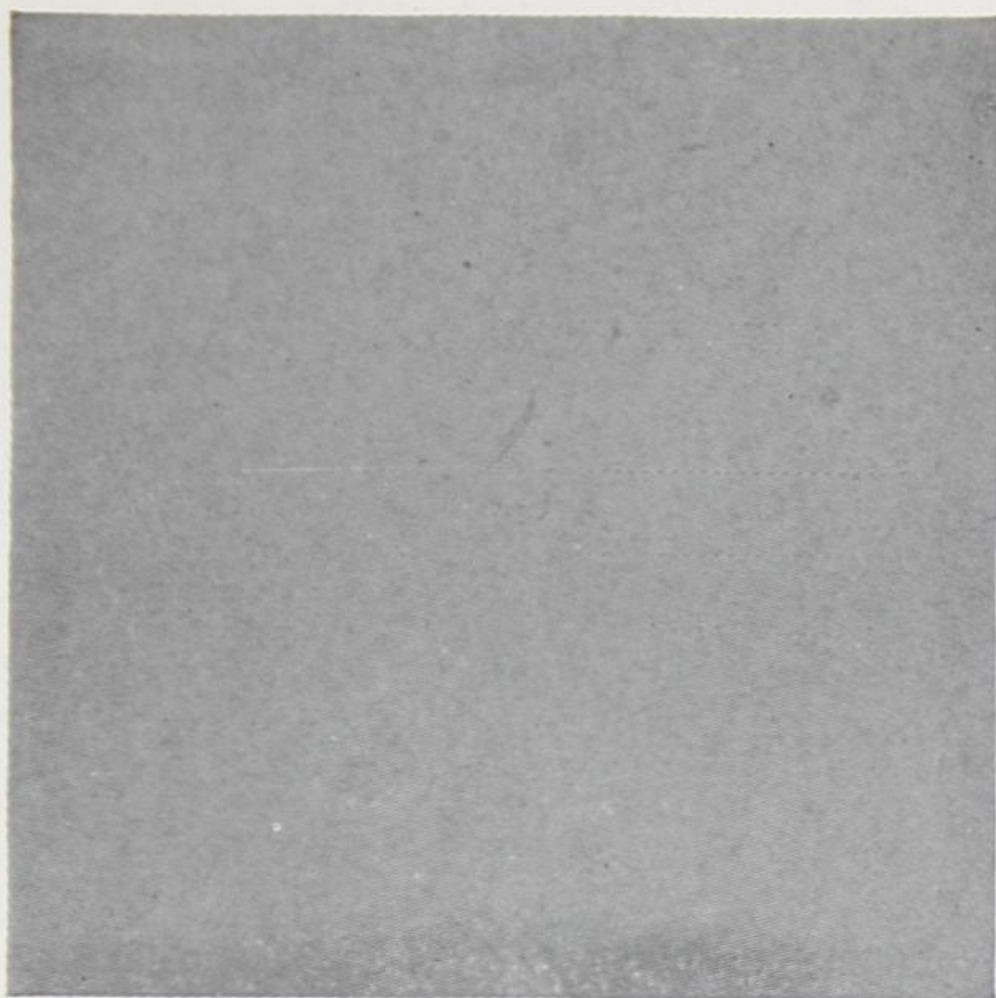


Brown 8/4 and 16/4
Description and Code words on page 70



Green 8/4 only
Description and Code words on page 70

DOMINION BATTLESHIP LINOLEUM



Grey 8/4 only

Description and Code words on page 70



Terra Cotta 8/4 only

Description and Code words on page 70

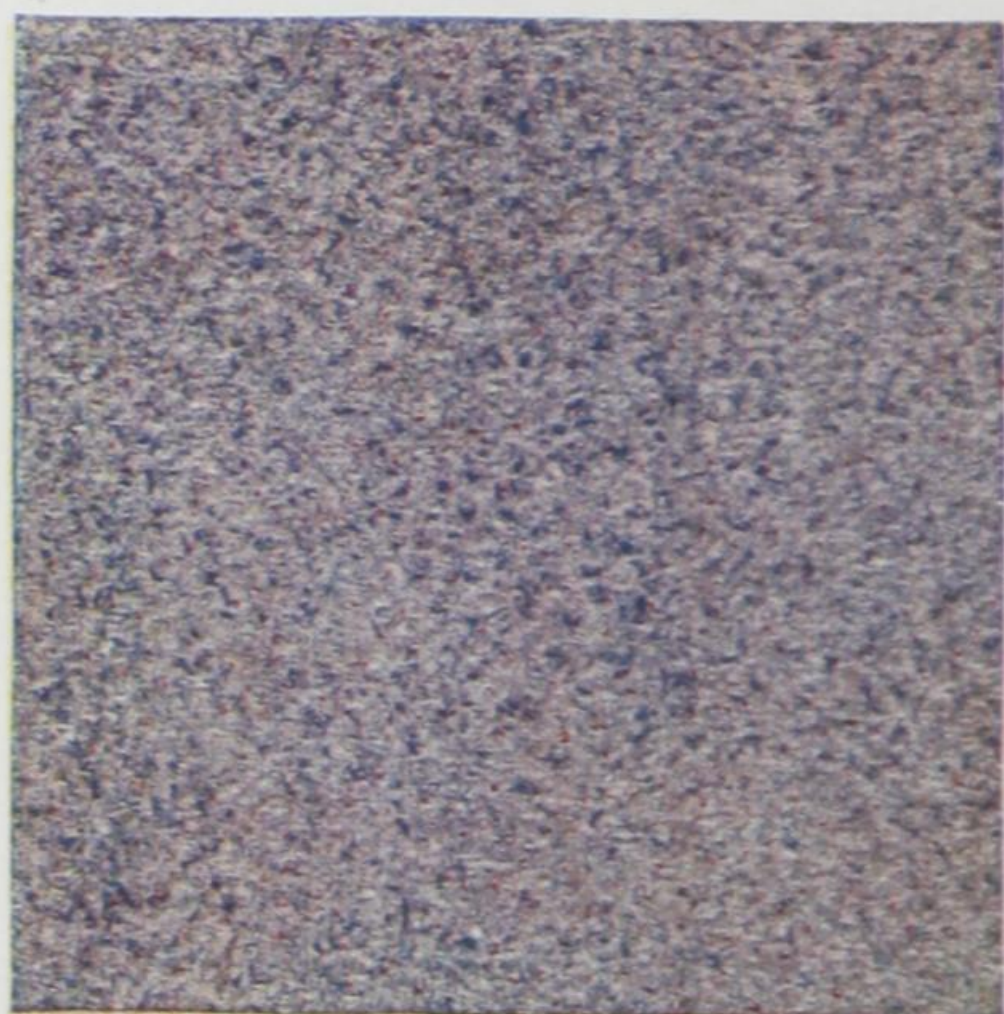
DOMINION BATTLESHIP LINOLEUM

See pages 68 and 69

WIDTH	COLOR	GRADE	THICKNESS	CODE WORD
8/4	Brown	AAA	6.00 m.m.	LABENT
8/4	Brown	AA	4.50 m.m.	LABURN
8/4	Brown	A	3.60 m.m.	LACK
16/4	Brown	A	3.60 m.m.	LACK
8/4	Brown	B	3.00 m.m.	LACING
8/4	Brown	D	2.05 m.m.	LACON
16/4	Brown	D	2.05 m.m.	LACON
8/4	Grey	AAA	6.00 m.m.	LACONIC
8/4	Grey	AA	4.50 m.m.	LACONICA
8/4	Grey	A	3.60 m.m.	LABIAL
8/4	Grey	D	2.05 m.m.	LAG
8/4	Green	AAA	6.00 m.m.	LABEL
8/4	Green	AA	4.50 m.m.	LABEO
8/4	Green	A	3.60 m.m.	LACTEAL
8/4	Green	D	2.05 m.m.	LADE
8/4	Terra Cotta	AAA	6.00 m.m.	LABATA
8/4	Terra Cotta	AA	4.50 m.m.	LABATE
8/4	Terra Cotta	A	3.60 m.m.	LAGAN
8/4	Terra Cotta	D	2.05 m.m.	LADERA

NOTE:—AAA, AA and A Qualities have unpainted backs.

DOMINION GRANITE LINOLEUM



Pattern 7001 Code word "INABILITY"
No. 3 Grade, made in 8/4 only

DOMINION JASPE LINOLEUM



Grey, made in 8/4 only

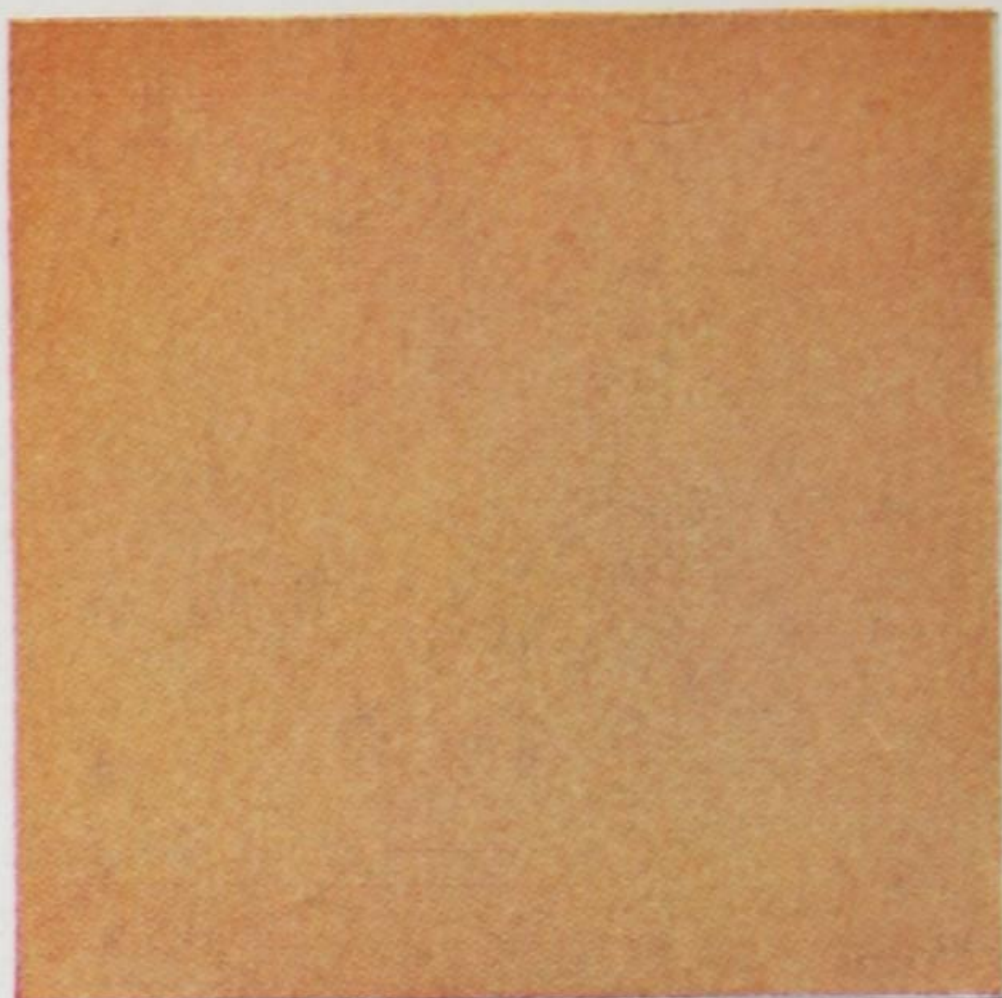
No. 1 Grade	Code word "INAPTUM"	3.30 m.m.
No. 3 Grade	Code word "INAPTEX"	2.05 m.m.



Blue, made in 8/4 only

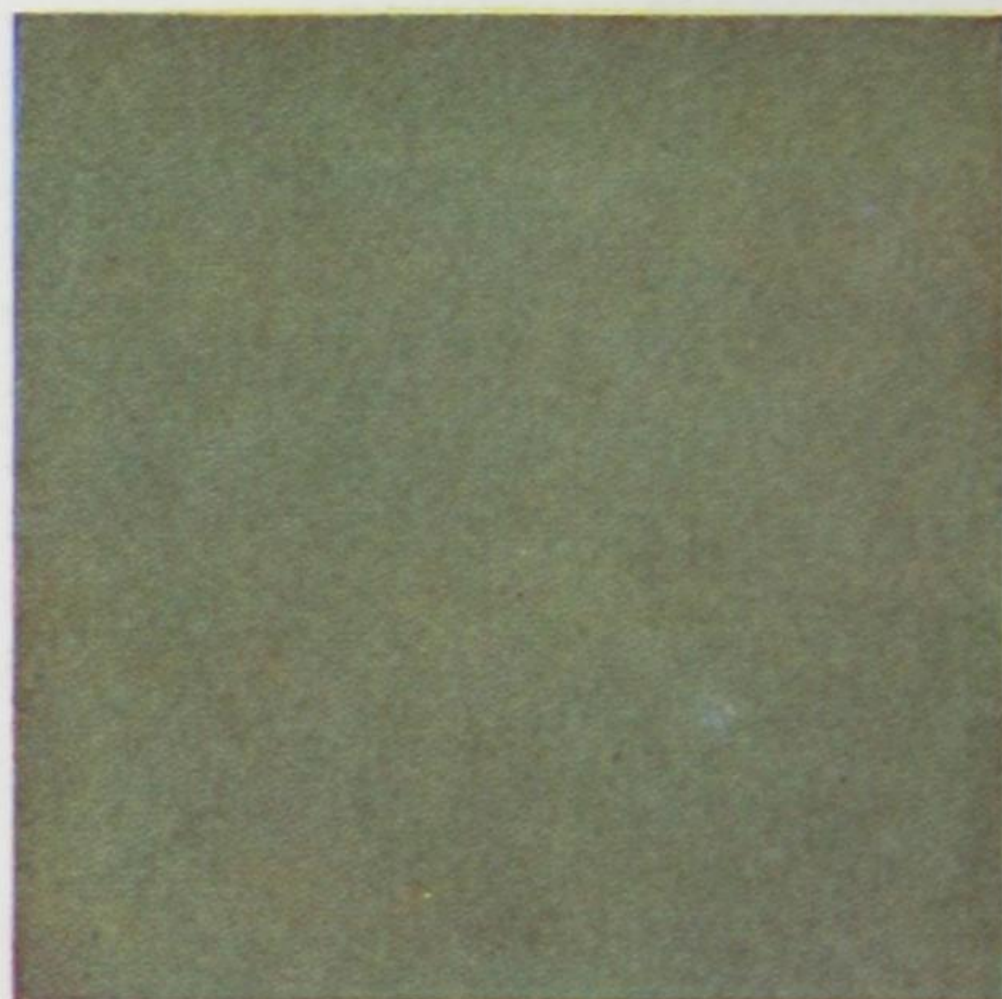
No. 1 Grade	Code word "INAPTAS"	3.30 m.m.
No. 3 Grade	Code word "INAPTOR"	2.05 m.m.

DOMINION CORK CARPET



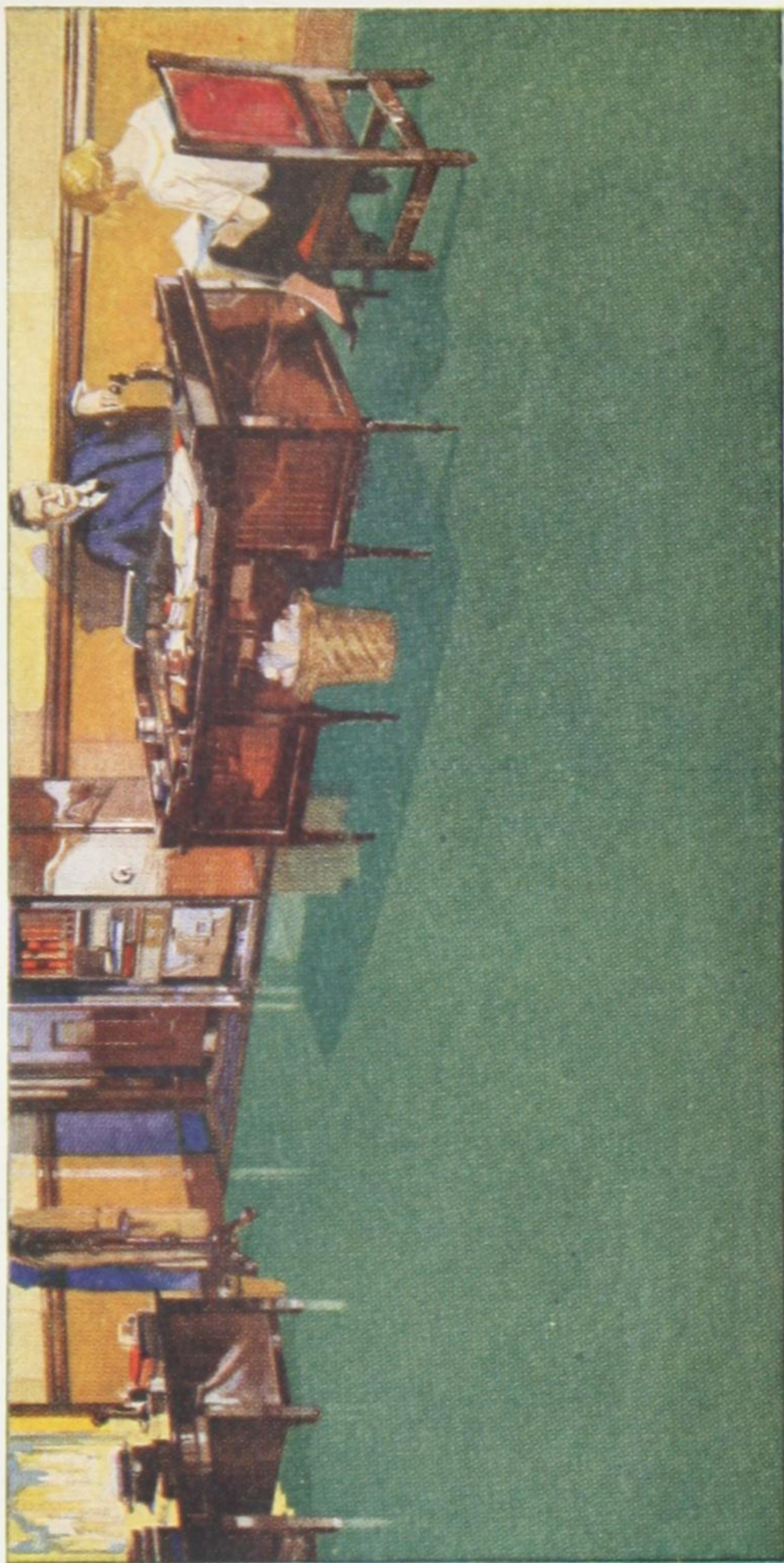
Brown, made in 8/4 only

A Quality	Code word "LABRA"	6.50 m.m.
B Quality	Code word "LAGGER"	4.65 m.m.



Green, made in 8/4 only

A Quality	Code word "LABROSE"	6.50 m.m.
B Quality	Code word "LAIN"	4.65 m.m.



As it is durable, quiet and resilient, Dominion Battleship Linoleum is used very extensively for office floors. It can be obtained in soft, pleasing colours, is seamless, odorless and easily cleaned and kept clean. There are many prospects close at hand and a large and profitable business can be established with a little effort on your part.

DOMINION CORK CARPET BATH MATS



Size 20 x 36 Inches

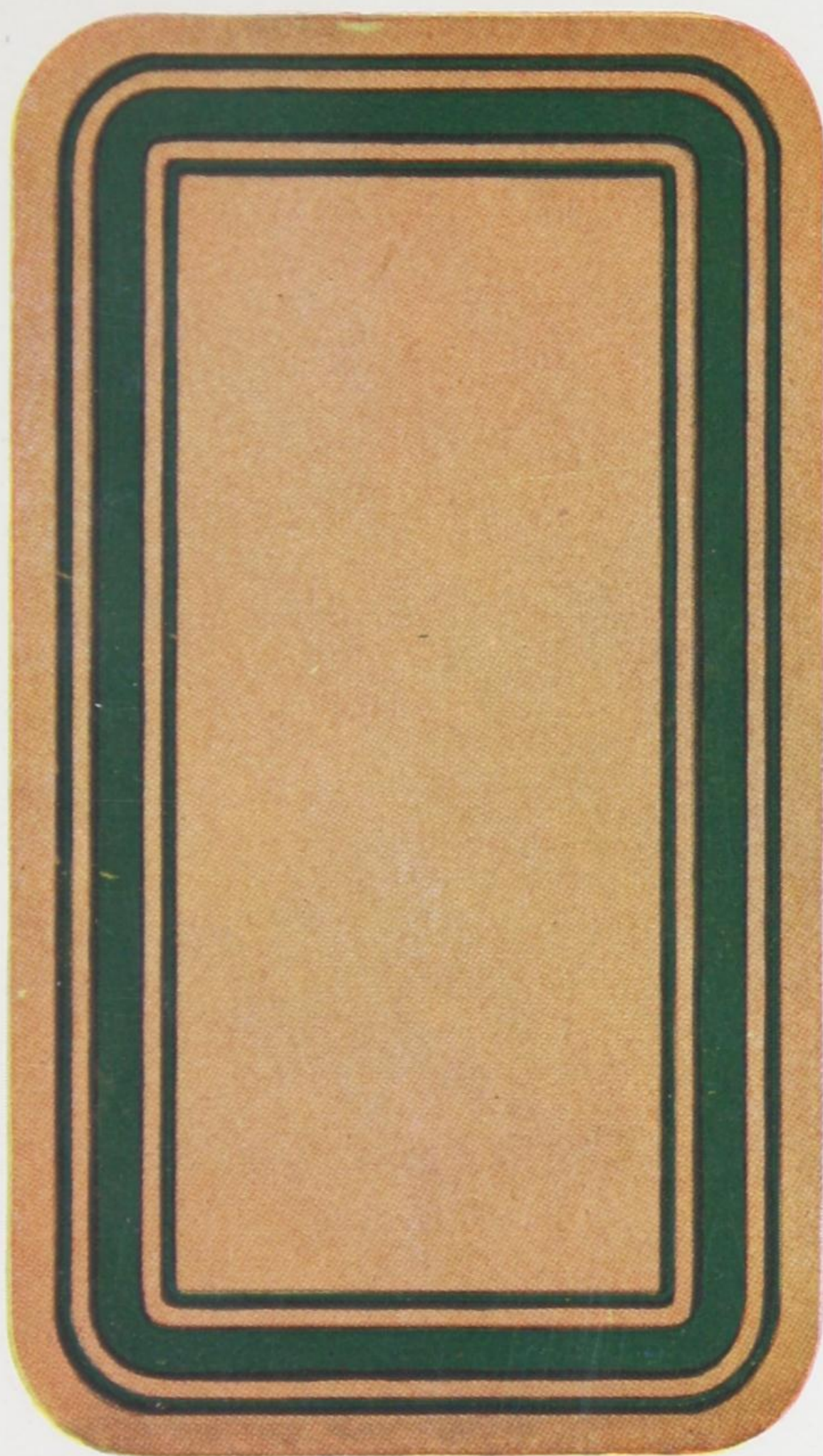
Pattern 400—A Quality

Code word "LAIR"

Pattern 500—B Quality

Code word "LAITEY"

DOMINION CORK CARPET BATH MATS



Size 20 x 36 Inches

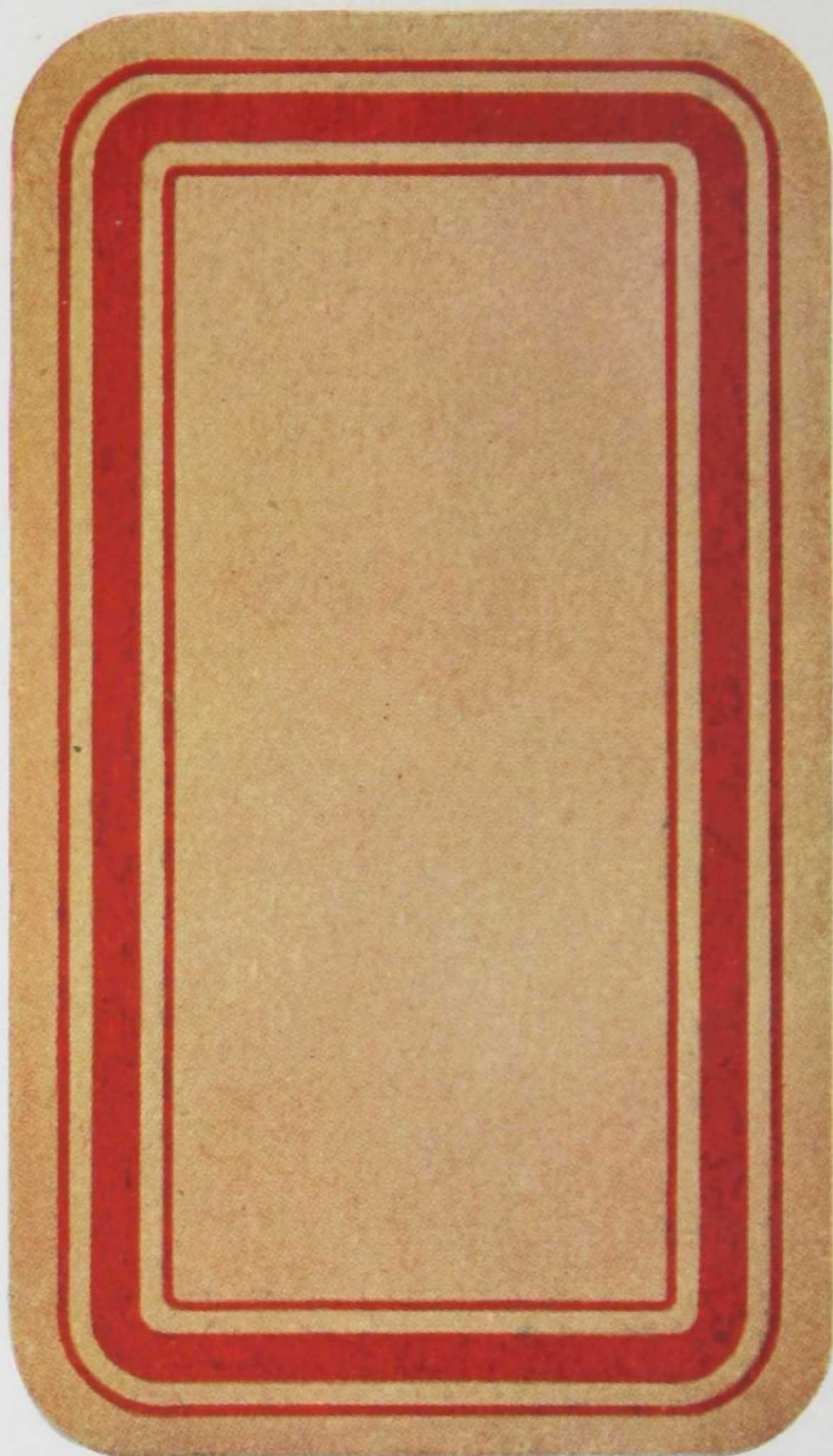
Pattern 401—A Quality

Code word "LAIZE"

Pattern 501—B Quality

Code word "LAKER"

DOMINION CORK CARPET BATH MATS



Size 20 x 36 Inches

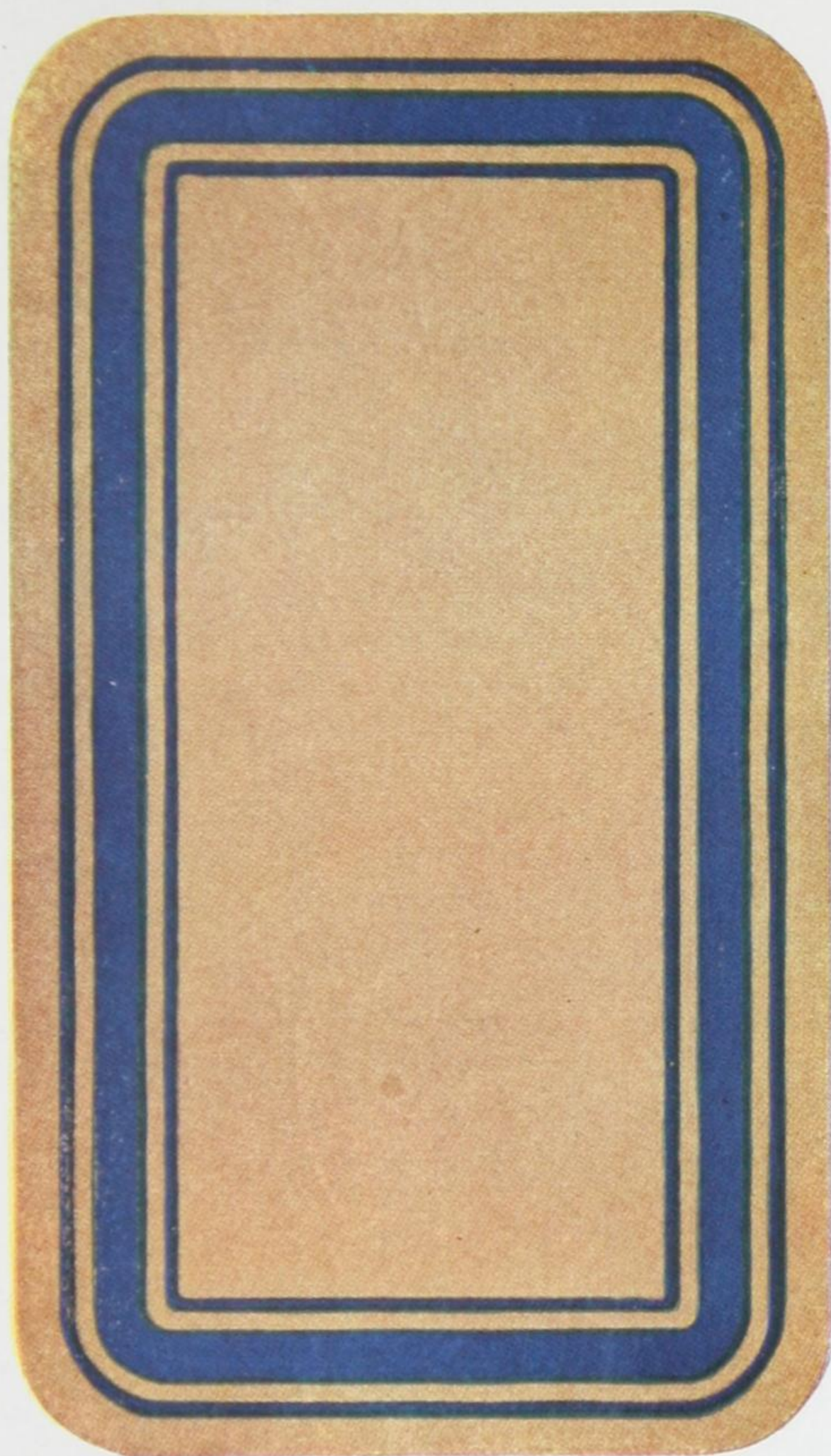
Pattern 402—A Quality

Code word "LAKY"

Pattern 502—B Quality

Code word "LAMA"

DOMINION CORK CARPET BATH MATS



Size 20 x 36 Inches

Pattern 403—A Quality

Code word "LAMEL"

Pattern 503—B Quality

Code word "LAMENT"

DOMINION LINOLEUM RUGS



IT is not so long ago that the housewife would only buy linoleum rugs for kitchen use. To-day, she chooses Dominion Linoleum Rugs for every room in the house. Living room, dining room, bedroom or hall, it makes no difference. There is an appropriate Dominion Linoleum Rug for each. This popularity grows with each season.

Dominion Linoleum patterns are the work of specialists. Rich oriental effects, gay floral patterns, attractive blendings of colours, brightness for dull rooms, subdued effects, handsome block and tile designs—something indeed to suit every taste and need.

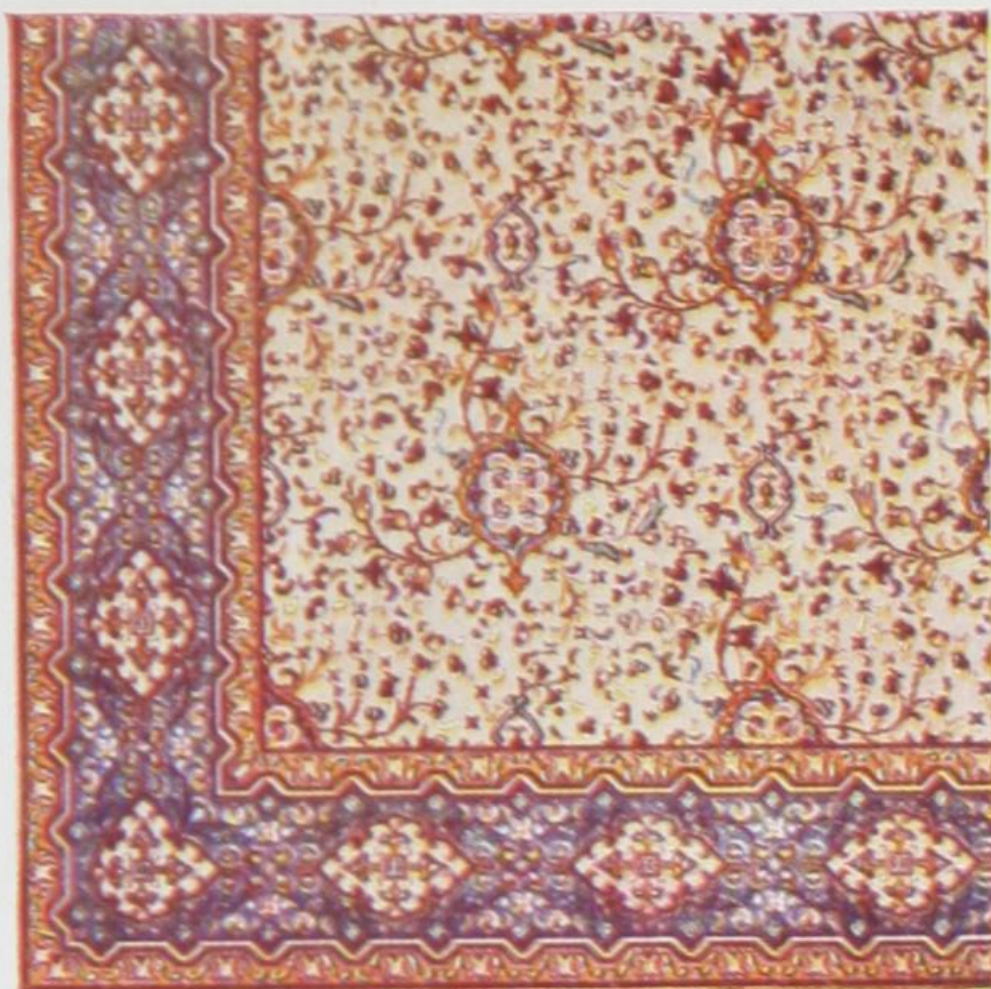
Every Dominion Linoleum Rug has a strong, long fibre burlap back that assures years and years of wear and the wise shopper always looks for it.

Dominion Linoleum Rugs are wonderful assets to any floor covering department. They sell quickly and stay sold. They develop a rich mine of repeat business for the first rug to enter a home invariably creates a desire for others and the purchases are all made from you.

Rejuvenate your floor covering department. Make Dominion Linoleum Rugs its featured line.

Write for free folders and electros. We will gladly print your name conspicuously on the folders.

DOMINION LINOLEUM RUGS



PATTERN 6548

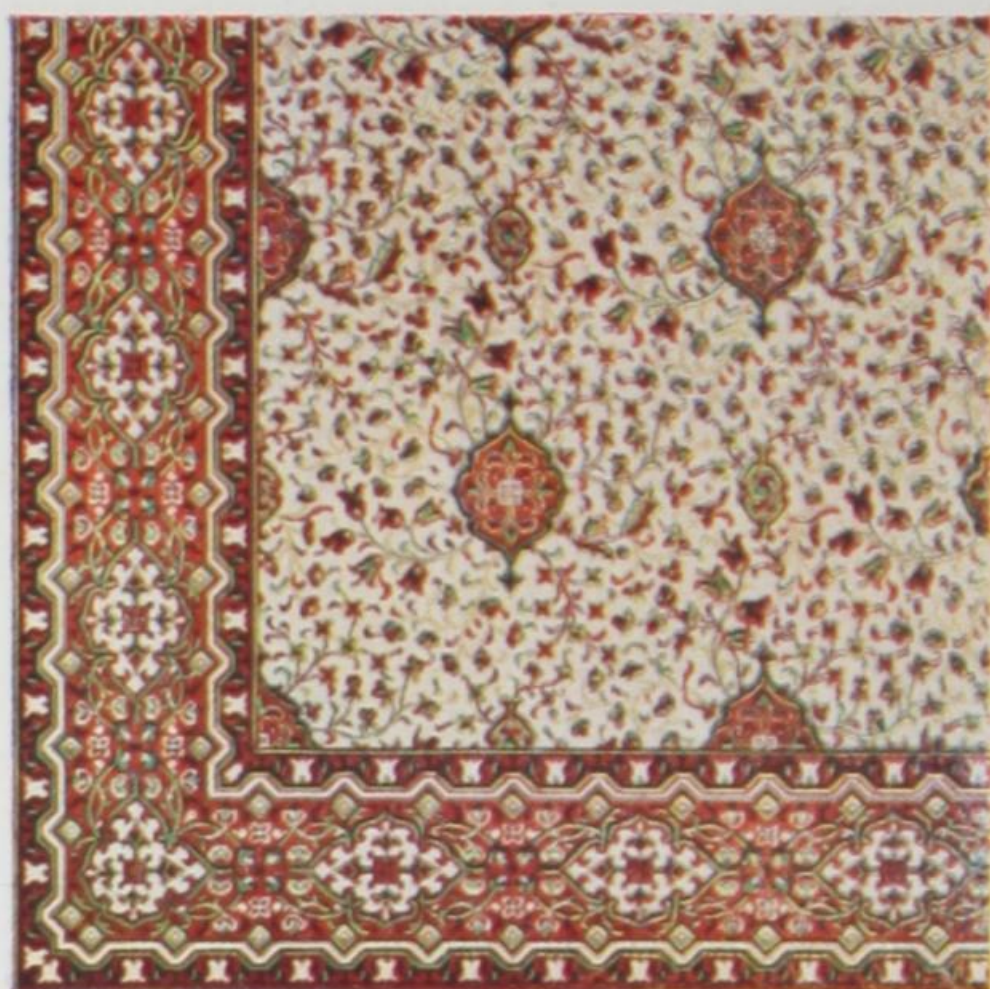
6 ft. x 9 ft. "WREVIM"	9 ft. x 13 1/2 ft. "WREXIM"
7 1/2 ft. x 9 ft. "WREVOR"	9 ft. x 15 ft. "WREXOL"
9 ft. x 9 ft. "WREVUP"	10 1/2 ft. x 12 ft. "WREXUZ"
9 ft. x 10 1/2 ft. "WREXAX"	12 ft. x 12 ft. "WRIADE"
9 ft. x 12 ft. "WREXER"	12 ft. x 13 1/2 ft. "WRIAM"
12 ft. x 15 ft. "WRIAZA"	



PATTERN 6547

6 ft. x 9 ft. "WRESEN"	9 ft. x 13 1/2 ft. "WRETEY"
7 1/2 ft. x 9 ft. "WRESIS"	9 ft. x 15 ft. "WRETIX"
9 ft. x 9 ft. "WRESUD"	10 1/2 ft. x 12 ft. "WRETOP"
9 ft. x 10 1/2 ft. "WRESTO"	12 ft. x 12 ft. "WRETUT"
9 ft. x 12 ft. "WRETAR"	12 ft. x 13 1/2 ft. "WREVAL"
	12 ft. x 15 ft. "WREVEX"

DOMINION LINOLEUM RUGS



PATTERN 6546

- | | |
|-----------------------------|------------------------------|
| 6 ft. x 9 ft. "WREPAST" | 9 ft. x 13 1/2 ft. "WRERUP" |
| 7 1/2 ft. x 9 ft. "WREPERO" | 9 ft. x 15 ft. "WRERIZ" |
| 9 ft. x 9 ft. "WRERO" | 10 1/2 ft. x 12 ft. "WREREV" |
| 9 ft. x 10 1/2 ft. "WRERAM" | 12 ft. x 12 ft. "WRERSP" |
| 9 ft. x 12 ft. "WREROB" | 12 ft. x 13 1/2 ft. "WRESAT" |
| 12 ft. x 15 ft. "WRESOK" | |



PATTERN 6545

- | | |
|----------------------------|-----------------------------|
| 6 ft. x 9 ft. "WREPER" | 9 ft. x 10 1/2 ft. "WREPAL" |
| 7 1/2 ft. x 9 ft. "WREPOT" | 9 ft. x 12 ft. "WREPED" |
| 9 ft. x 9 ft. "WREPUF" | 9 ft. x 13 1/2 ft. "WREPIP" |
| 9 ft. x 15 ft. "WREPFUL" | |

DOMINION LINOLEUM RUGS



PATTERN 6544

6 ft. x 9 ft. "WREOX"	9 ft. x 10½ ft. "WREOMI"
7½ ft. x 9 ft. "WREOTO"	9 ft. x 12 ft. "WREORE"
9 ft. x 9 ft. "WREOSA"	9 ft. x 13½ ft. "WREOLU"
9 ft. x 15 ft. "WREP"	



PATTERN 6543

6 ft. x 9 ft. "WRECK"	9 ft. x 10½ ft. "WREN"
7½ ft. x 9 ft. "WRECKER"	9 ft. x 12 ft. "WRENESS"
9 ft. x 9 ft. "WRECKOW"	9 ft. x 13½ "WRIBUD"
9 ft. x 15 ft. "WRIBEAR"	

DOMINION LINOLEUM RUGS



PATTERN 6542

6 ft. x 9 ft. "WREAKER"	9 ft. x 10½ ft. "WREATH"
7½ ft. x 9 ft. "WREAKNESS"	9 ft. x 12 ft. "WREATHER"
9 ft. x 9 ft. "WREAKOW"	9 ft. x 13½ ft. "WRIBITE"
9 ft. x 15 ft. "WRIBALE"	



PATTERN 6541

6 ft. x 9 ft. "WRASSE"	9 ft. x 10½ ft. "WRATHFUL"
7½ ft. x 9 ft. "WRATH"	9 ft. x 12 ft. "WREAK"
9 ft. x 9 ft. "WRATHER"	9 ft. x 13½ ft. "WRIBUKE"
9 ft. x 15 ft. "WRIBOLO"	

The rug illustrated is pattern No. 6540 and is also made in one other coloring, No. 6539. There is a wide and attractive range in Dominion Linoleum Rugs, offering wonderful decorative scope and their beauty is merely one of the features that makes it so easy to sell them.

The Ideal Porch Floor

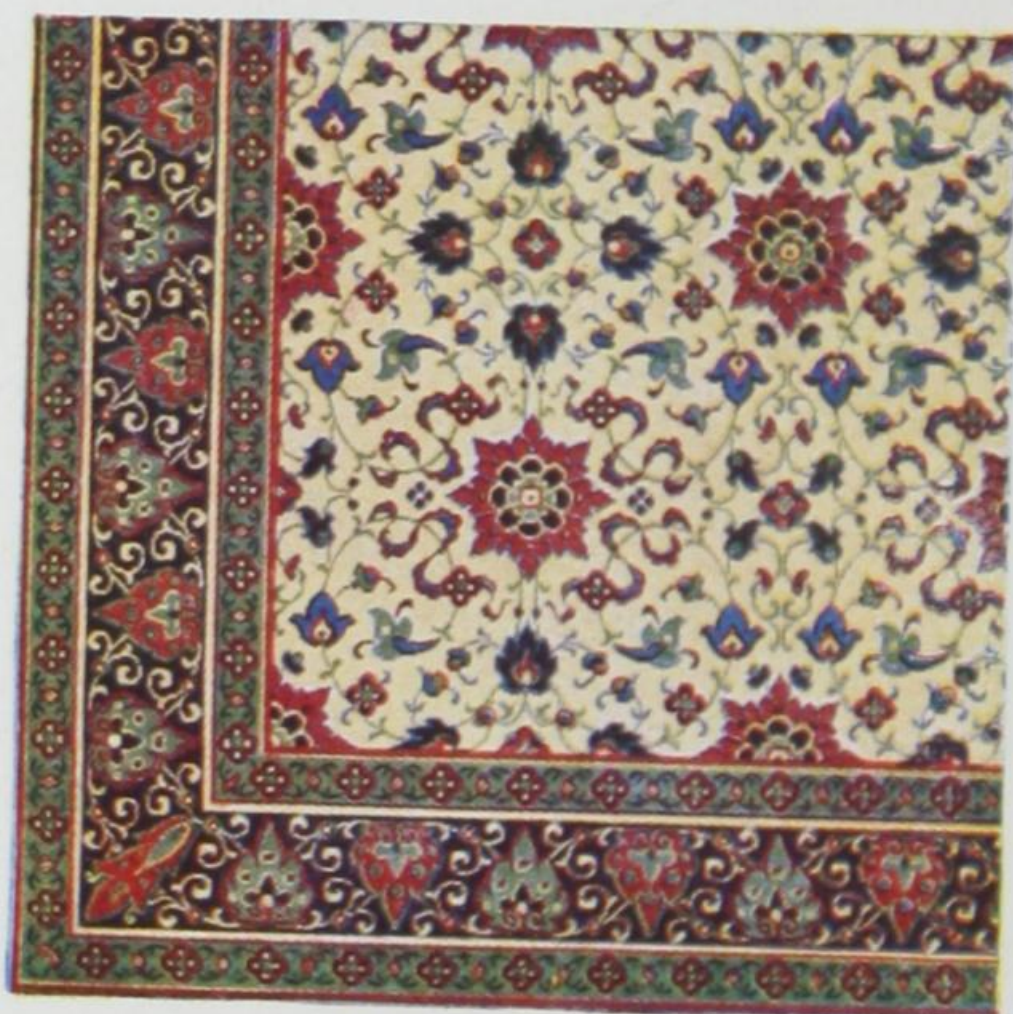


DOMINION LINOLEUM RUGS



PATTERN 6540

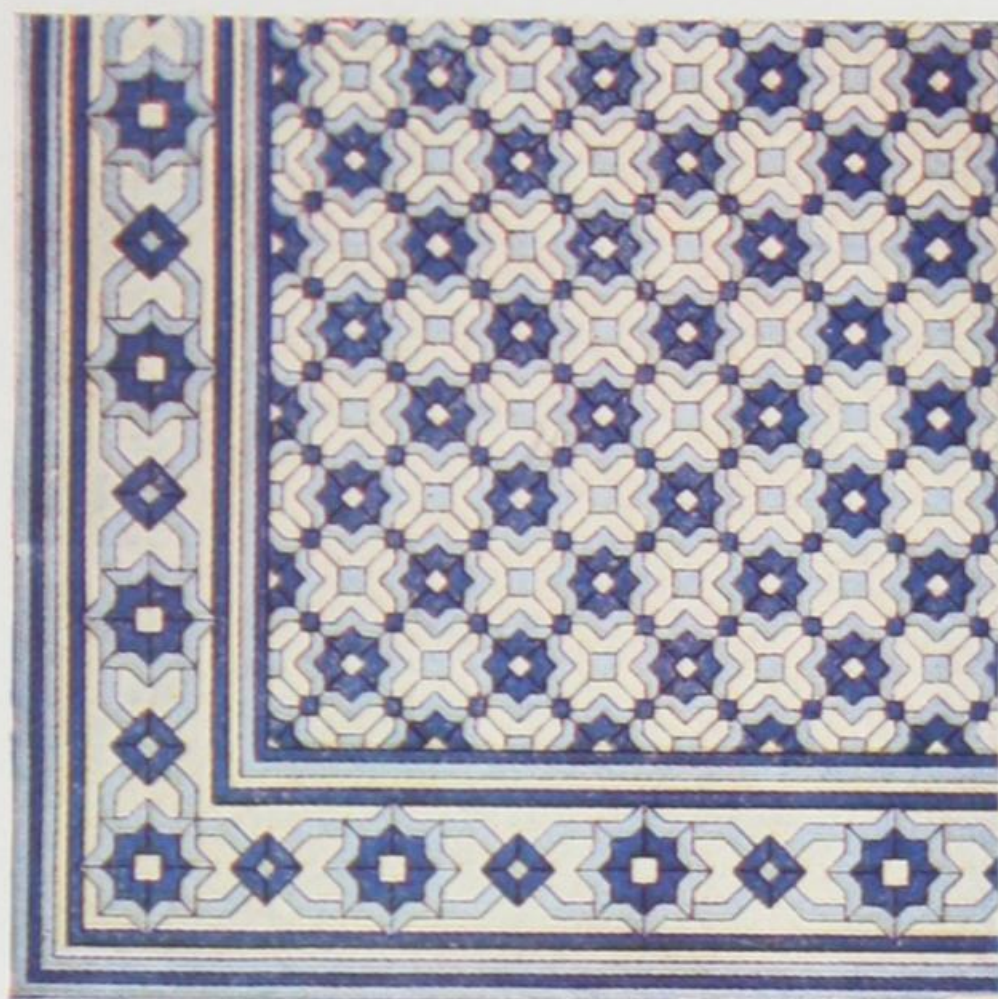
6 ft. x 9 ft. "WRAP"	9 ft. x 10½ ft. "WRAPPERO"
7½ ft. x 9 ft. "WRAPPER"	9 ft. x 12 ft. "WRAST"
9 ft. x 9 ft. "WRAPPO"	9 ft. x 13½ ft. "WRIADI"
9 ft. x 15 ft. "WRIALO"	



PATTERN 6539

6 ft. x 9 ft. "WOUND"	9 ft. x 10½ ft. "WRANGLER"
7½ ft. x 9 ft. "WRANGLE"	9 ft. x 12 ft. "WRANGLEST"
9 ft. x 9 ft. "WOUNDED"	9 ft. x 13½ ft. "WRIBIO"
9 ft. x 15 ft. "WRIBOT"	

DOMINION LINOLEUM RUGS



PATTERN 6537

6 ft. x 9 ft. "WORK"	9 ft. x 10½ ft. "WORSTED"
7½ ft. x 9 ft. "WORST"	9 ft. x 12 ft. "WORSTEDA"
9 ft. x 9 ft. "WORKER"	9 ft. x 13½ ft. "WRIBAB"
9 ft. x 15 ft. "WRIBER"	



PATTERN 6535

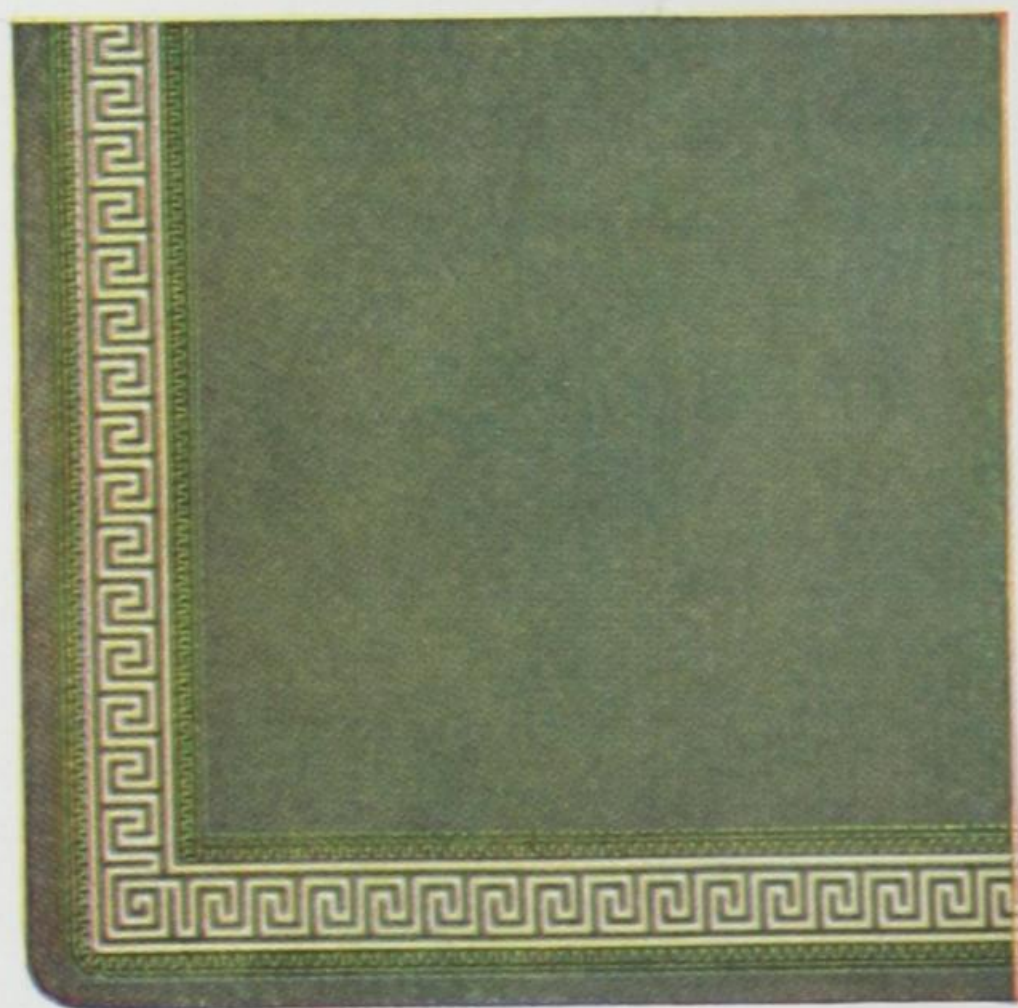
6 ft. x 9 ft. "WOODO"	9 ft. x 10½ ft. "WOODASTO"
7½ ft. x 9 ft. "WOODASCA"	9 ft. x 12 ft. "WOODASTOR"
9 ft. x 9 ft. "WOODAS"	9 ft. x 13½ ft. "WRIAQU"
9 ft. x 15 ft. "WRIB"	

DOMINION LINOLEUM RUGS



Pattern 6500

For Sizes and Code Words see next page.



Pattern 6501

For Sizes and Code Words see next page.

DOMINION LINOLEUM RUGS

PATTERN 6500

Sizes and Code Words.

3 ft. x 3 ft. "WIFFEROS"	6 ft. x 7½ ft. "WIGWANT"
3 ft. x 4½ ft. "WIFFER"	6 ft. x 9 ft. "WILL"
4½ ft. x 4½ ft. "WIFF"	7½ ft. x 9 ft. "WILLFUL"
4½ ft. x 6 ft. "WIGGROS"	9 ft. x 9 ft. "WILLING"
6 ft. x 6 ft. "WIGGER"	9 ft. x 10½ ft. "WILLOW"
9 ft. x 12 ft. "WILT"	

PATTERN 6501

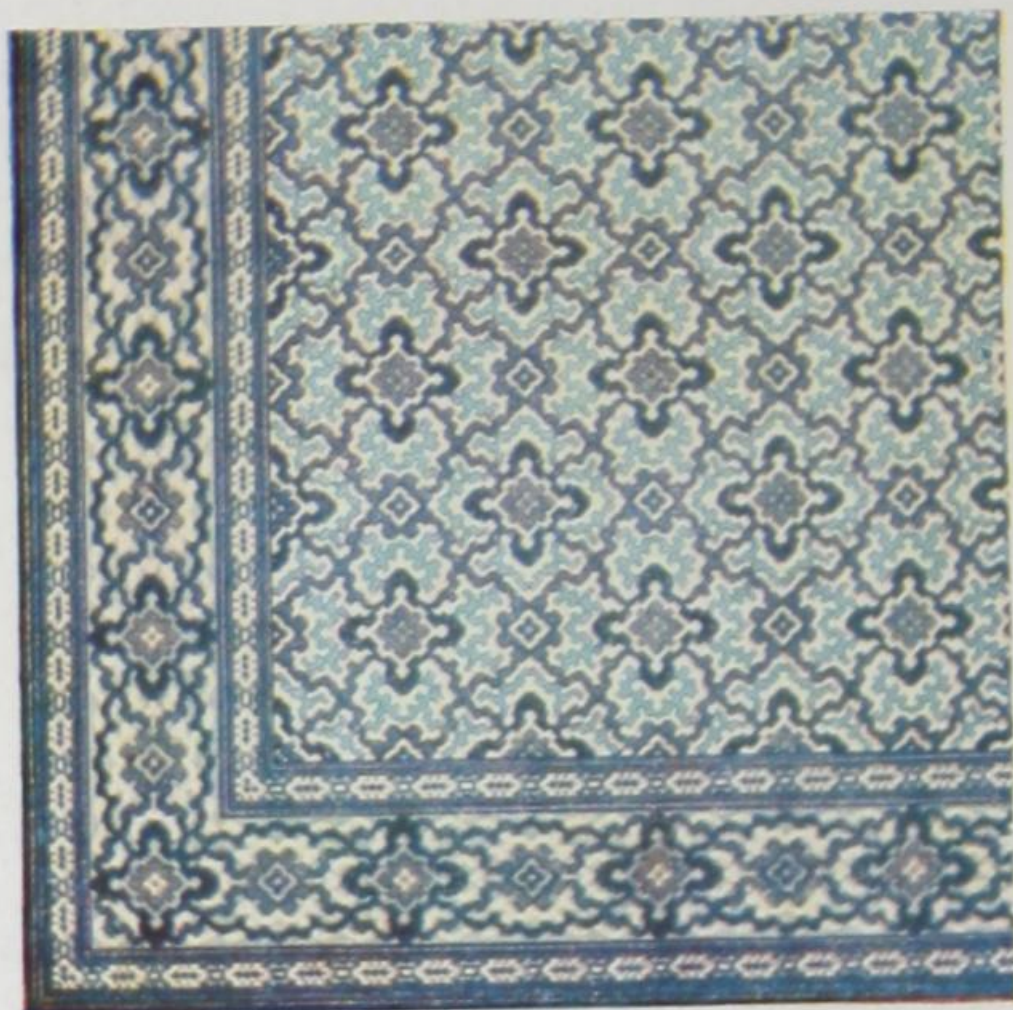
Sizes and Code Words.

3 ft. x 3 ft. "WHAGGER"	6 ft. x 7½ ft. "WILTRO"
3 ft. x 4½ ft. "WHAG"	6 ft. x 9 ft. "WIMBLE"
4½ ft. x 4½ ft. "WHAFROS"	7½ ft. x 9 ft. "WIN"
4½ ft. x 6 ft. "WHAFE"	9 ft. x 9 ft. "WINCE"
6 ft. x 6 ft. "WILTROSO"	9 ft. x 10½ ft. "WINDFALL"
9 ft. x 12 ft. "WINDLASS"	

DOMINION OILCLOTH RUGS

Here is another popular Dominion product, low in price and made in a wide range of patterns suitable for any room in the house. Exceptionally durable because made with especially selected materials in keeping with the quality traditions of the Dominion Oilcloth and Linoleum Plant. Be sure to include a good assortment of representative numbers in popular sizes in your order. The lowest priced printed rugs on the market. You'll sell them readily.

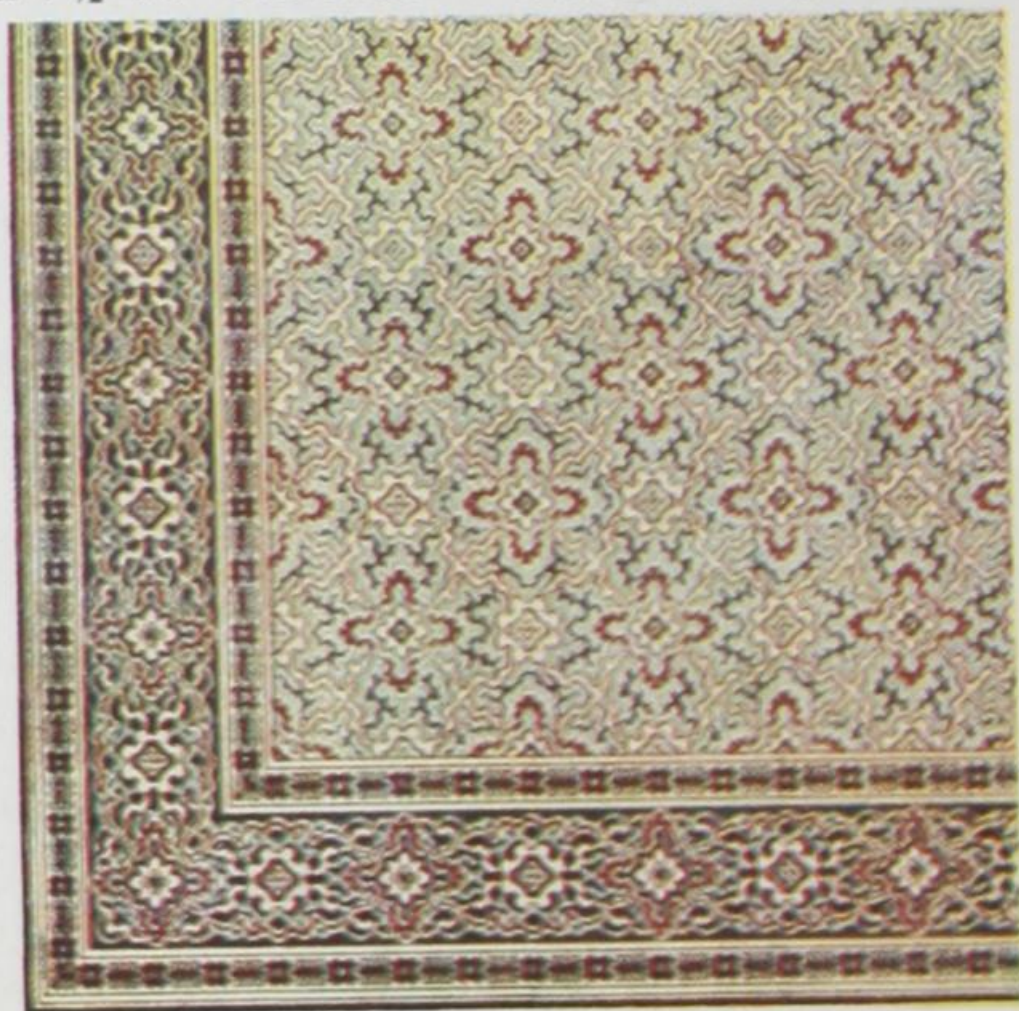
DOMINION OILCLOTH RUGS



PATTERN 889

1½ ft. x 3 ft. "YEMAX"
 3 ft. x 3 ft. "YEMARE"
 3 ft. x 4½ ft. "YEMAPO"
 4½ ft. x 4½ ft. "YEMABA"
 4½ ft. x 6 ft. "YEMAST"
 4½ ft. x 7½ ft. "YEMAGU"

6 ft. x 6 ft. "YEMAFI"
 6 ft. x 7½ ft. "YEMBOB"
 6 ft. x 9 ft. "YEMBAE"
 7½ ft. x 7½ ft. "YEMBED"
 7½ ft. x 9 ft. "YEMBIO"
 7½ ft. x 10½ ft. "YEMBUZ"

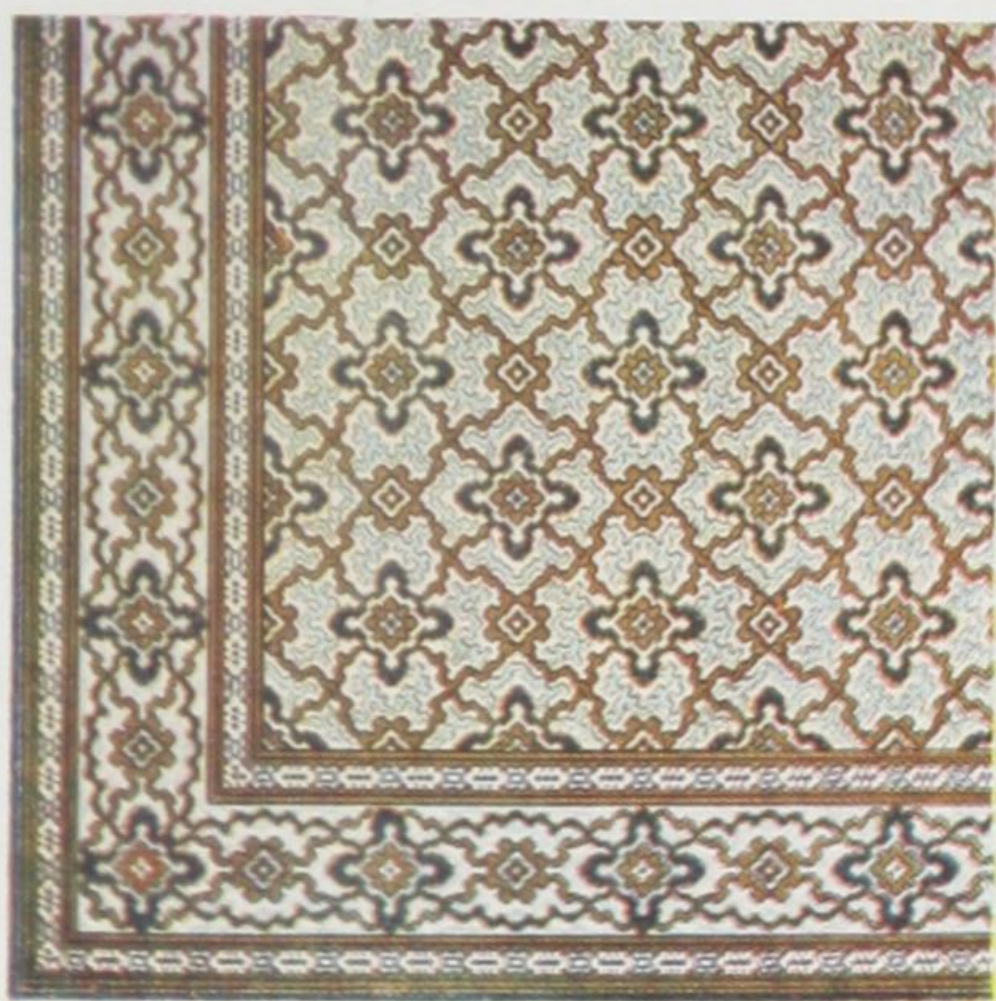


PATTERN 888

6 ft. x 7½ ft. "YELTIL"
 6 ft. x 9 ft. "YELTOY"

7½ ft. x 9 ft. "YELTUX"
 7½ ft. x 10½ ft. "YELUAB"

DOMINION OILCLOTH RUGS



PATTERN 887

1½ ft. x 3 ft. "YELRIO"
 3 ft. x 3 ft. "YELROB"
 3 ft. x 4½ ft. "YELRUZ"
 4½ ft. x 4½ ft. "YELST"
 4½ ft. x 6 ft. "YELSAS"
 4½ ft. x 7½ ft. "YELSEX"

6 ft. x 6 ft. "YELSIT"
 6 ft. x 7½ ft. "YELSOK"
 6 ft. x 9 ft. "YELSUD"
 7½ ft. x 7½ ft. "YELSURE"
 7½ ft. x 9 ft. "YELTAN"
 7½ ft. x 10½ ft. "YELTEG"



PATTERN 886

6 ft. x 7½ ft. "YELPUP"
 6 ft. x 9 ft. "YELPARE"

7½ ft. x 9 ft. "YELRAY"
 7½ ft. x 10½ ft. "YELREM"

DOMINION OILCLOTH RUGS



PATTERN 885

6 ft. x 7½ ft. "YELOTO"

6 ft. x 9 ft. "YELOLU"

7½ ft. x 9 ft. "YELPAT"

7½ ft. x 10½ ft. "YELPIO"



PATTERN 884

6 ft. x 7½ ft. "YELOS"

6 ft. x 9 ft. "YELORA"

7½ ft. x 9 ft. "YELOME"

7½ ft. x 10½ ft. "YELOBI"

DOMINION OILCLOTH RUGS



PATTERN 883

6 ft. x 7½ ft. "YELP"	7½ ft. x 9 ft. "YELPER"
6 ft. x 9 ft. "YELPOW"	7½ ft. x 10½ ft. "YELPNESS"



PATTERN 882

6 ft. x 7½ ft. "YELL"	7½ ft. x 9 ft. "YELLOWER"
6 ft. x 9 ft. "YELLOW"	7½ ft. x 10½ ft. "YELLOWNESS"

DOMINION FLOOR OILCLOTH

DOMINION FLOOR OILCLOTH

Dominion Floor Oilcloth has always been a good old stand-by. Year in and year out it enjoys a steady sale to people who demand a high-grade, durable, sanitary floor covering that is low in price. A good representative stock of Dominion Floor Oilcloth is absolutely essential to a well-rounded floor covering department. This year there are nearly fifty designs to choose from and many of these are absolutely new. A steady, year-round seller that nets a handsome profit.



Pattern 6102

Code word "RAINBOW"

Made in 2/4, 3/4, 4/4 and 6/4

DOMINION FLOOR OILCLOTH



Pattern 3607 Code word "TERGLOW"

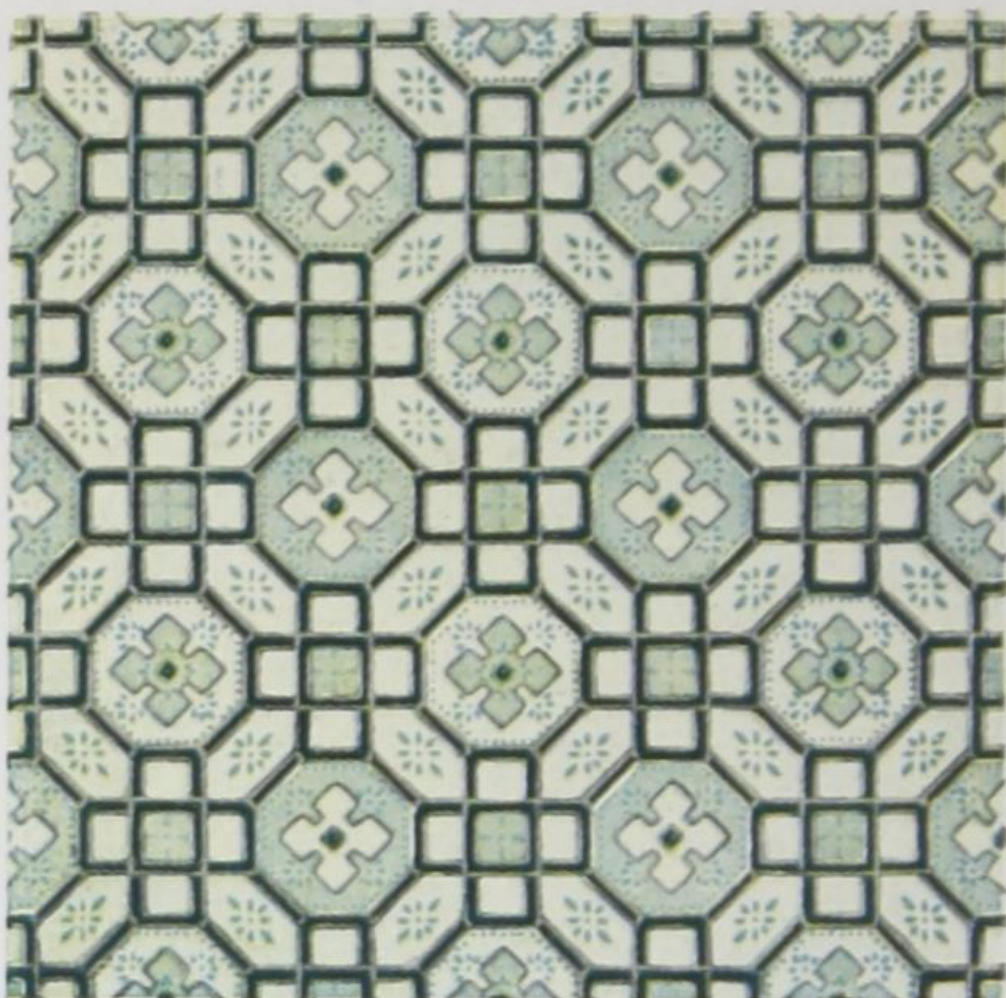
Made in 4/4, 5/4, 6/4, 8/4 and 10/4



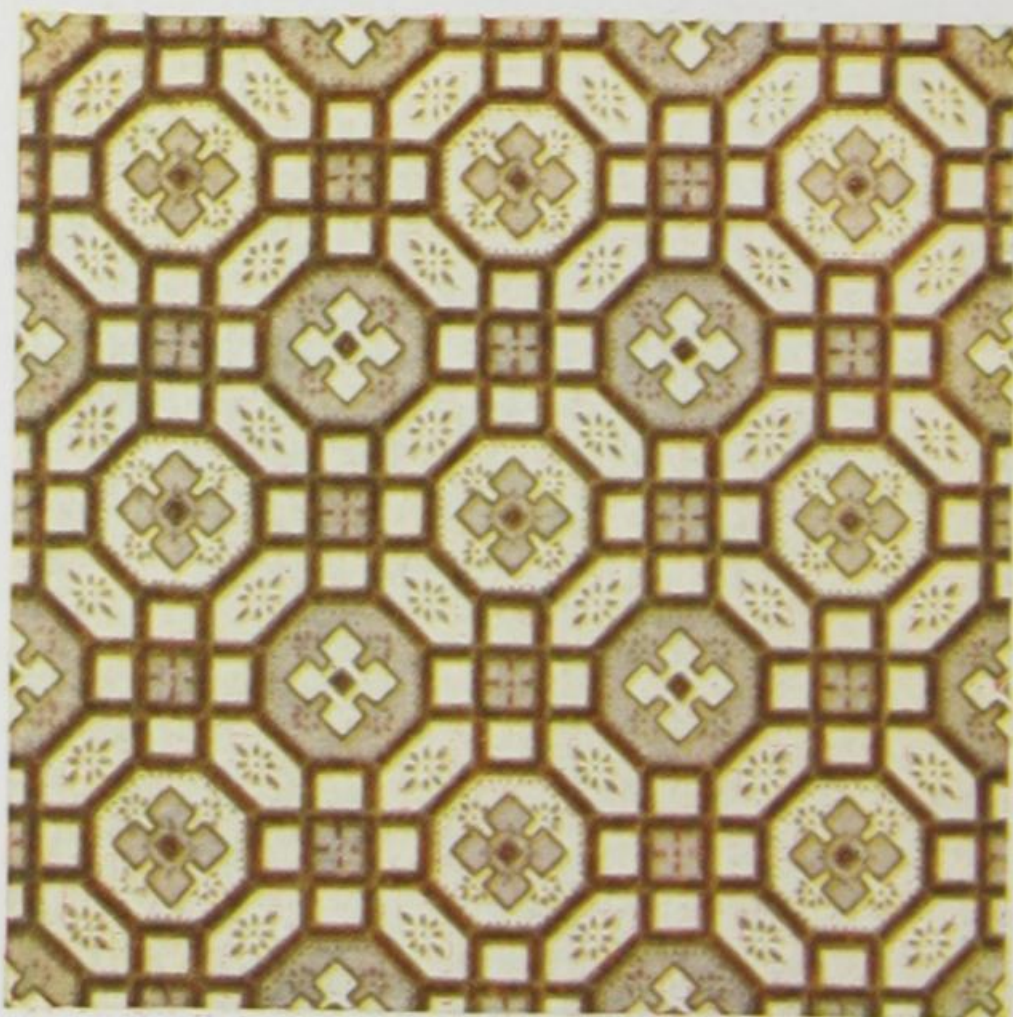
Pattern 3606 Code word "TERGLE"

Made in 4/4, 5/4, 6/4, 8/4 and 10/4

DOMINION FLOOR OILCLOTH

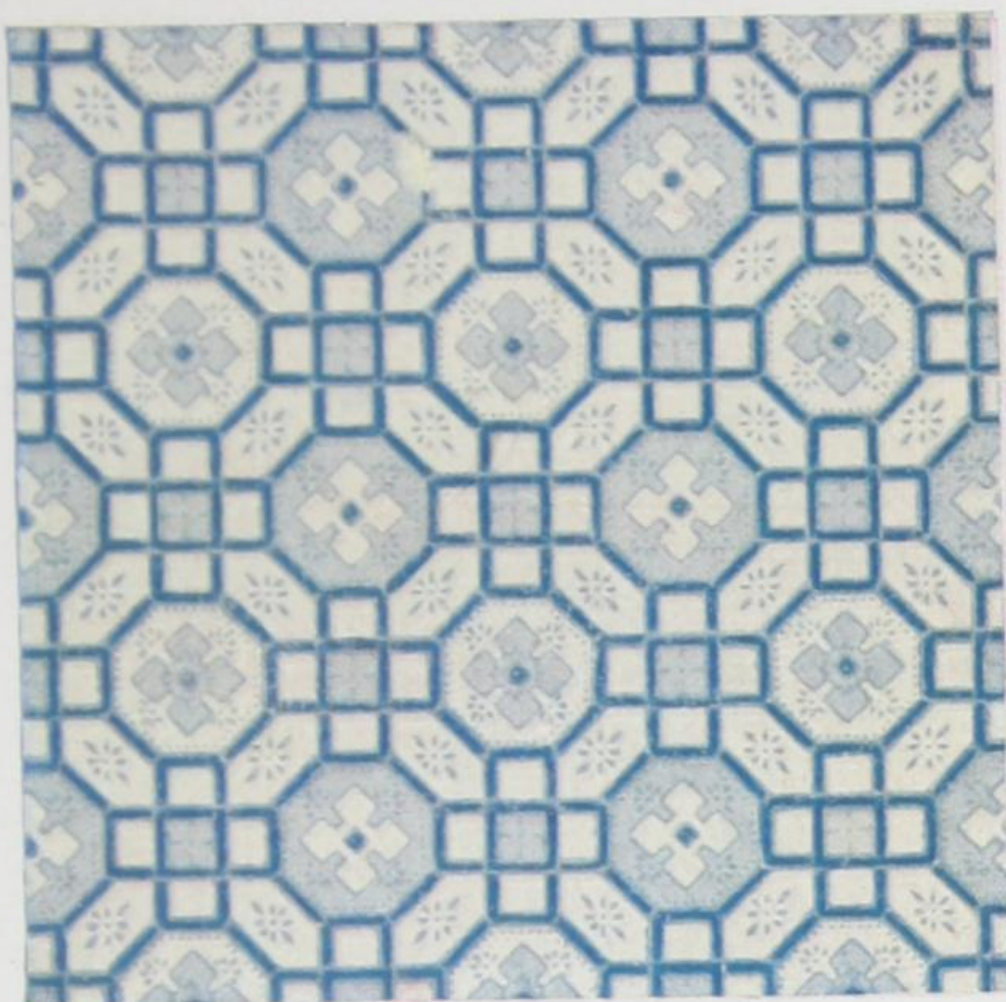


Pattern 3605 Code word "TERGLAD"
Made in 4/4 and 8/4



Pattern 3604 Code word "TERGIST"
Made in 4/4 and 8/4

DOMINION FLOOR OILCLOTH



Pattern 3603

Code word "TERGIMO"

Made in 4/4 and 8/4



Pattern 3602

Code word "TERGILE"

Made in 4/4, 5/4, 6/4, 8/4 and 10/4

DOMINION FLOOR OILCLOTH



Pattern 3601

Code word "TERGID"

Made in 4/4, 5/4, 6/4, 8/4 and 10/4



Pattern 3600

Code word "TARGET"

Made in 4/4 and 8/4

DOMINION FLOOR OILCLOTH



Pattern 3599

Code word "TERGERM"

Made in 4/4 and 8/4



Pattern 3598

Code word "TERGEOF"

Made in 4/4 and 8/4

DOMINION FLOOR OILCLOTH



Pattern 3597

Code word "TERGEMI"

Made in 4/4, 5/4, 6/4, 8/4 and 10/4



Pattern 3596

Code word "TERGELD"

Made in 4/4, 5/4, 6/4, 8/4 and 10/4

DOMINION FLOOR OILCLOTH



Pattern 3595

Code word "TERGESE"

Made in 4/4 and 8/4



Pattern 3594

Code word "TERGAY"

Made in 4/4 and 8/4

DOMINION FLOOR OILCLOTH



Pattern 3593

Code word "TERGAST"

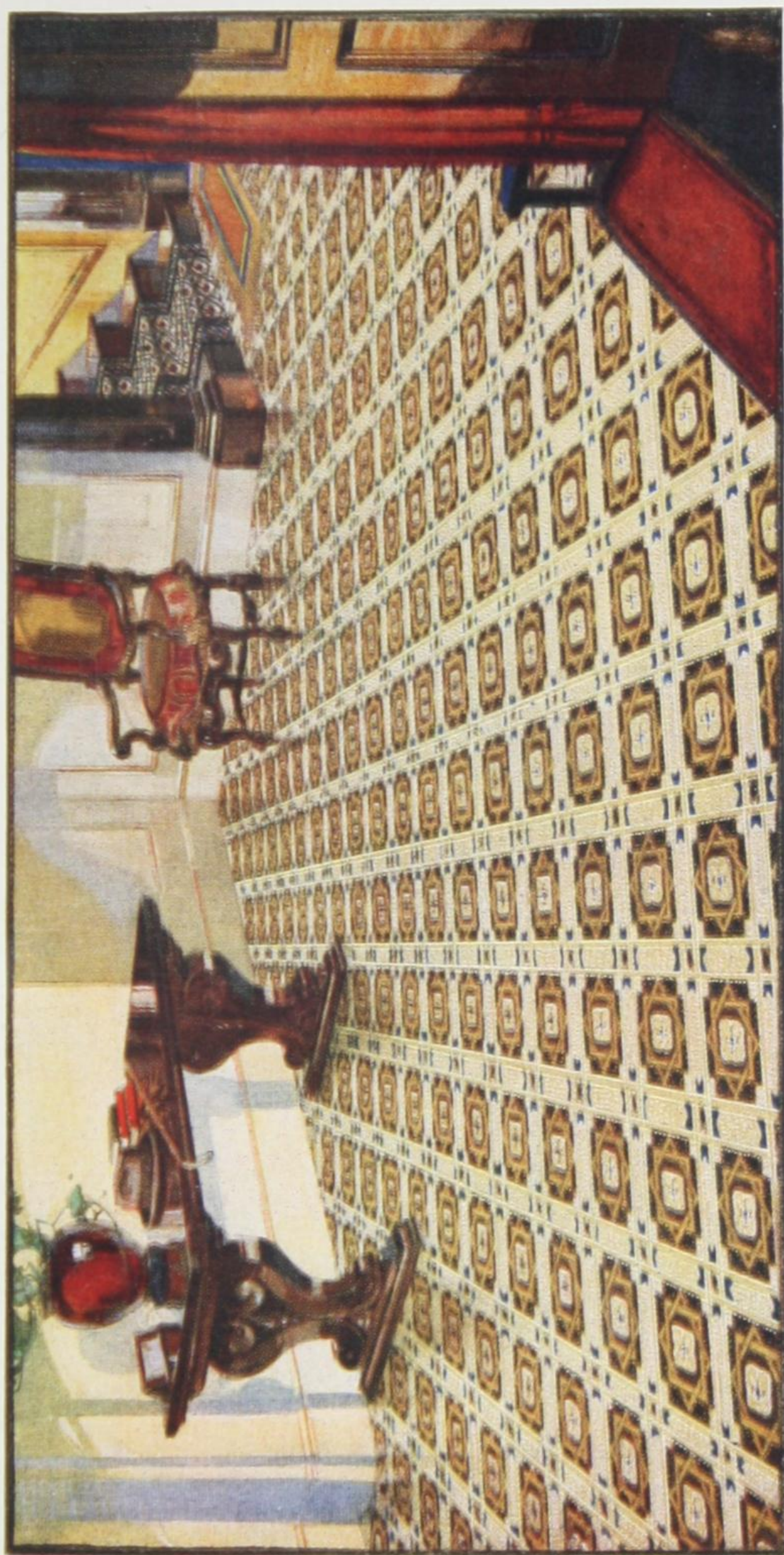
Made in 4/4 and 8/4



Pattern 3592

Code word "TERGAPE"

Made in 4/4 and 8/4

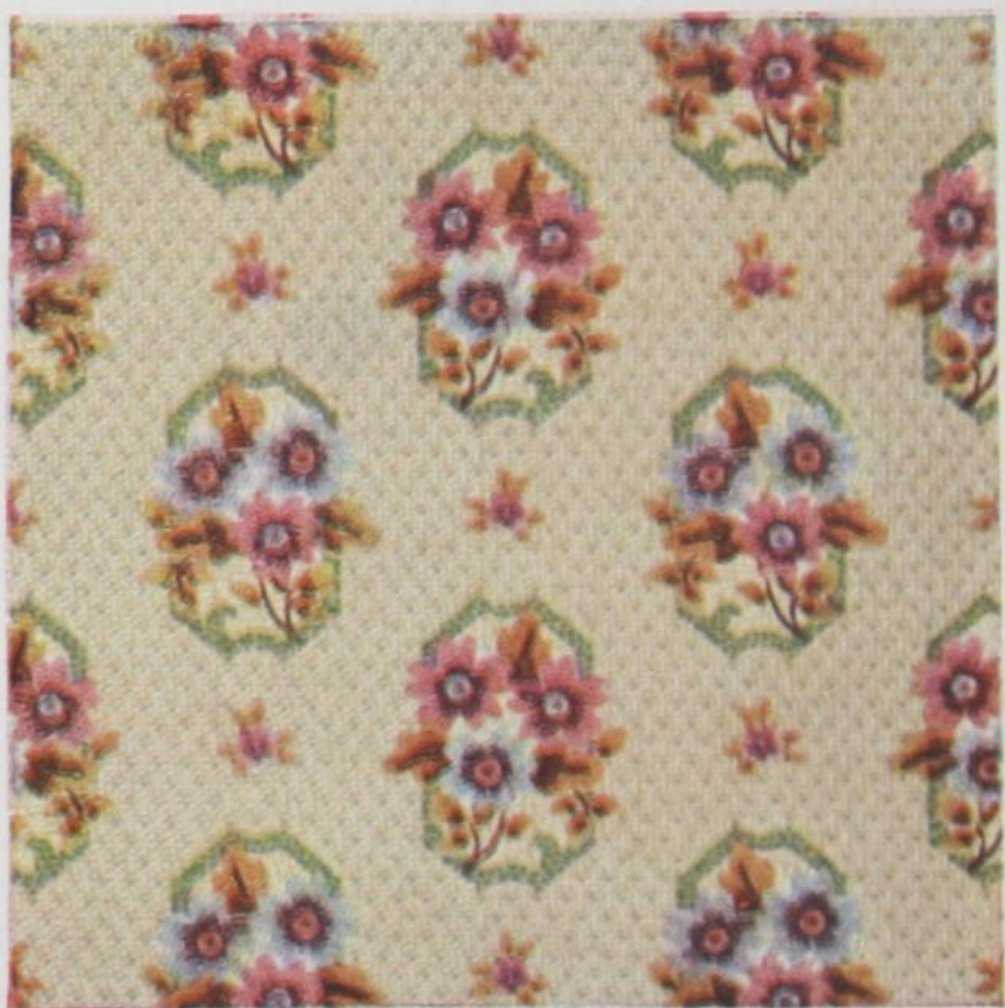


Dominion Floor Oilcloth is one of the most economical floors obtainable and there are many artistic and beautiful designs which are sure to appeal to the modern housewife. In the above illustration, pattern No. 3576 is used to good effect along with pattern No. 275 on the stairs.

DOMINION FLOOR OILCLOTH



Pattern 3591 **Code word "TERGAMO"**
Made in 4/4 and 8/4



Pattern 3590 **Code word "TERGAGA"**
Made in 4/4 and 8/4

DOMINION FLOOR OILCLOTH



Pattern 3589

Code word "TERGAEL"

Made in 4/4, 5/4, 6/4, 8/4 and 10/4

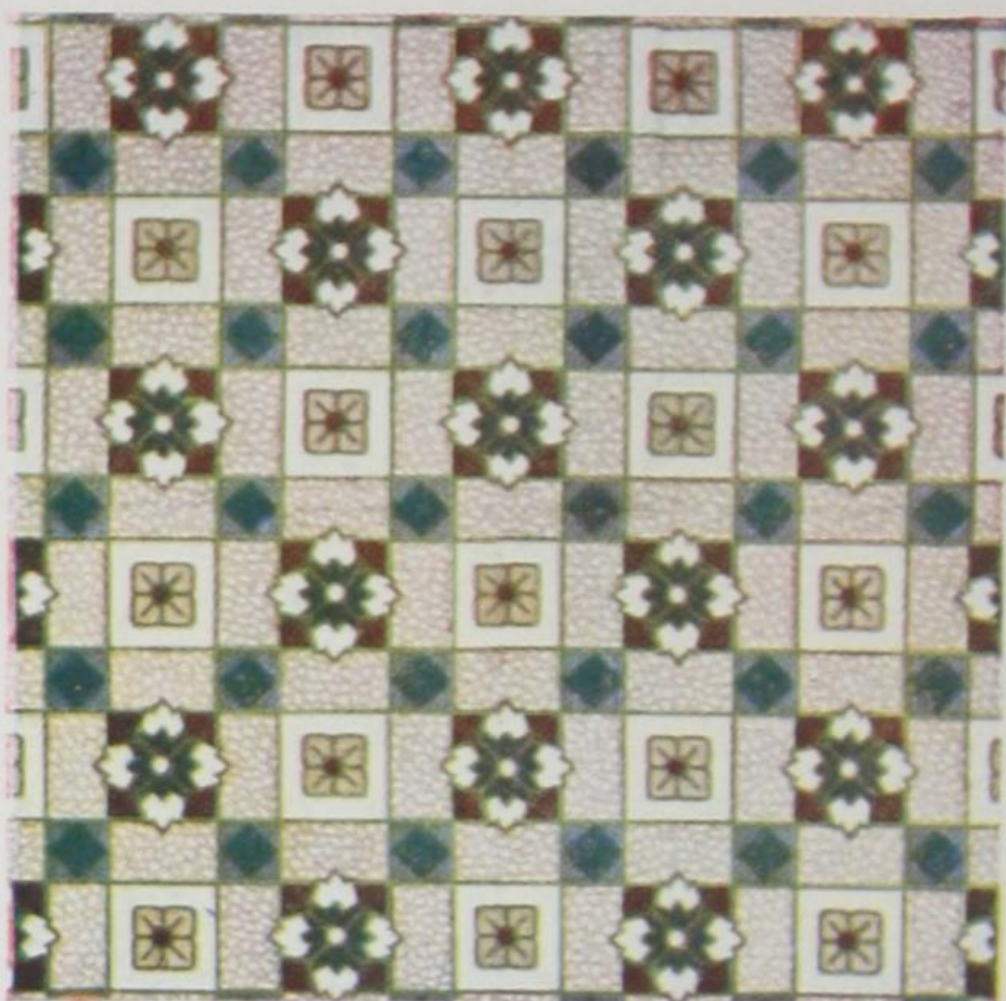


Pattern 3588

Code word "TERGADIN"

Made in 4/4, 5/4, 6/4, 8/4 and 10/4

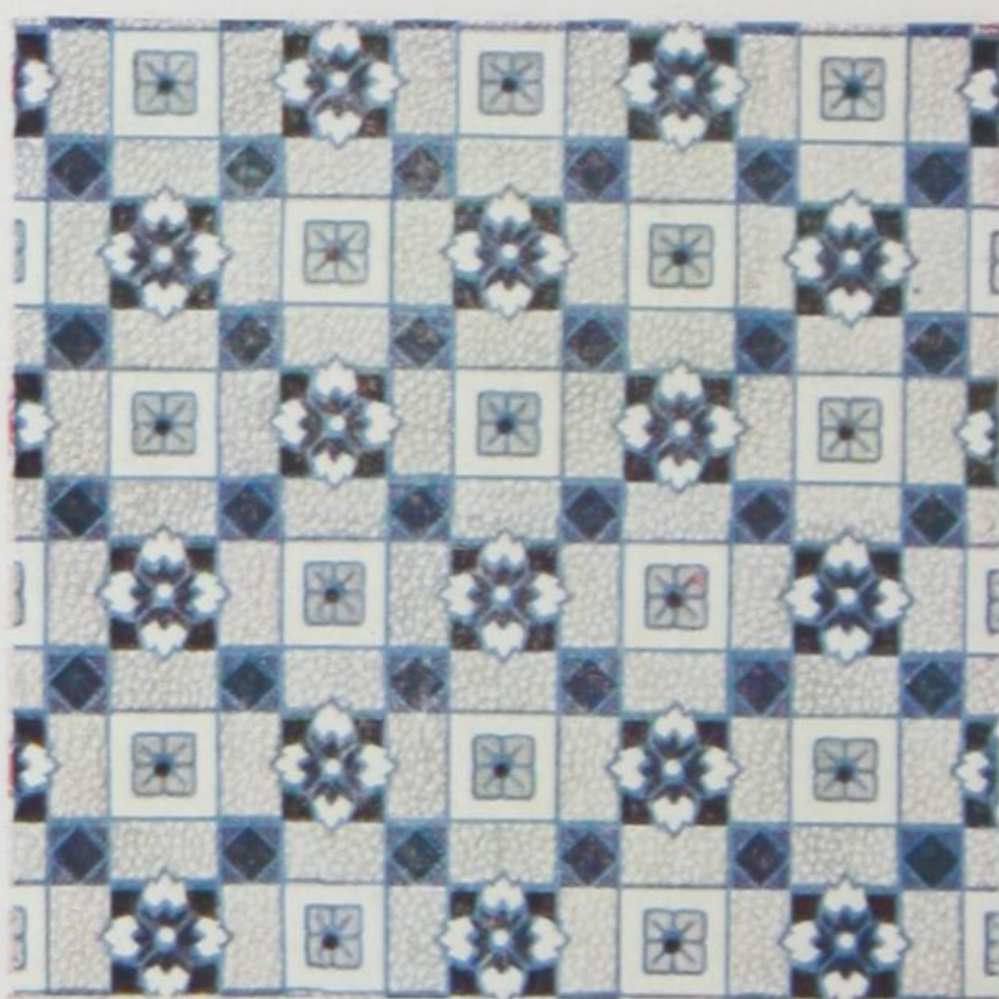
DOMINION FLOOR OILCLOTH



Pattern 3587

Code word "TERGA"

Made in 4/4 and 8/4

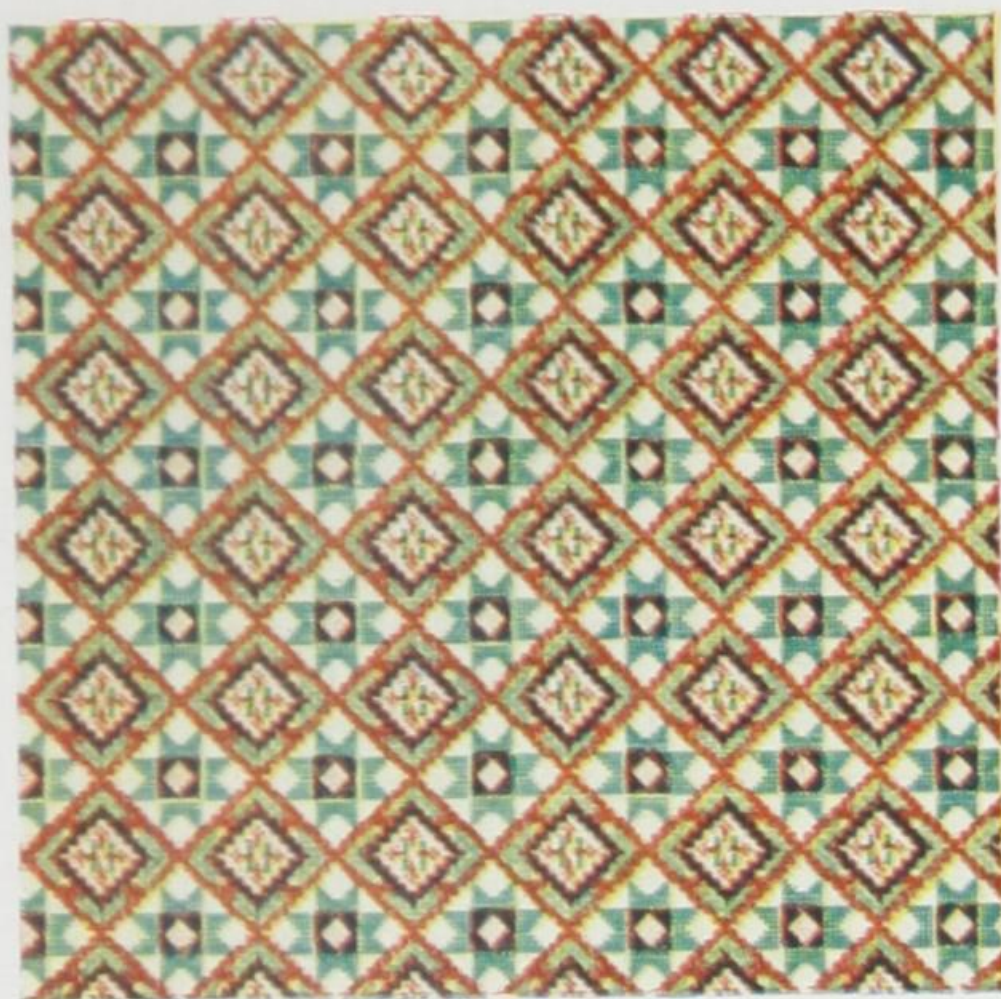


Pattern 3585

Code word "TERFAST"

Made in 4/4 and 8/4

DOMINION FLOOR OILCLOTH



Pattern 3582

Code word "TEPOSA"

Made in 4/4 and 8/4



Pattern 3580

Code word "TEPOR"

Made in 4/4 and 8/4

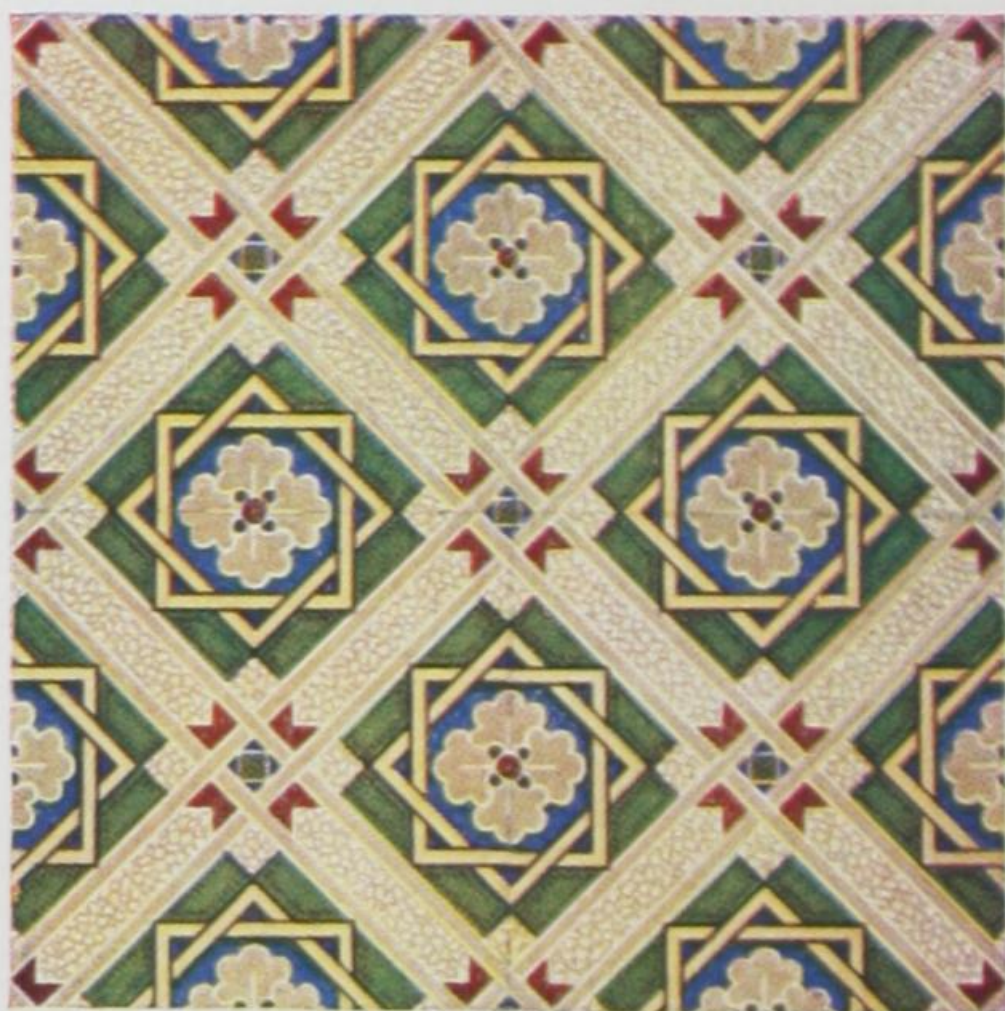
DOMINION FLOOR OILCLOTH



Pattern 3576

Code word "TENTOR"

Made in 4/4 and 8/4



Pattern 3575

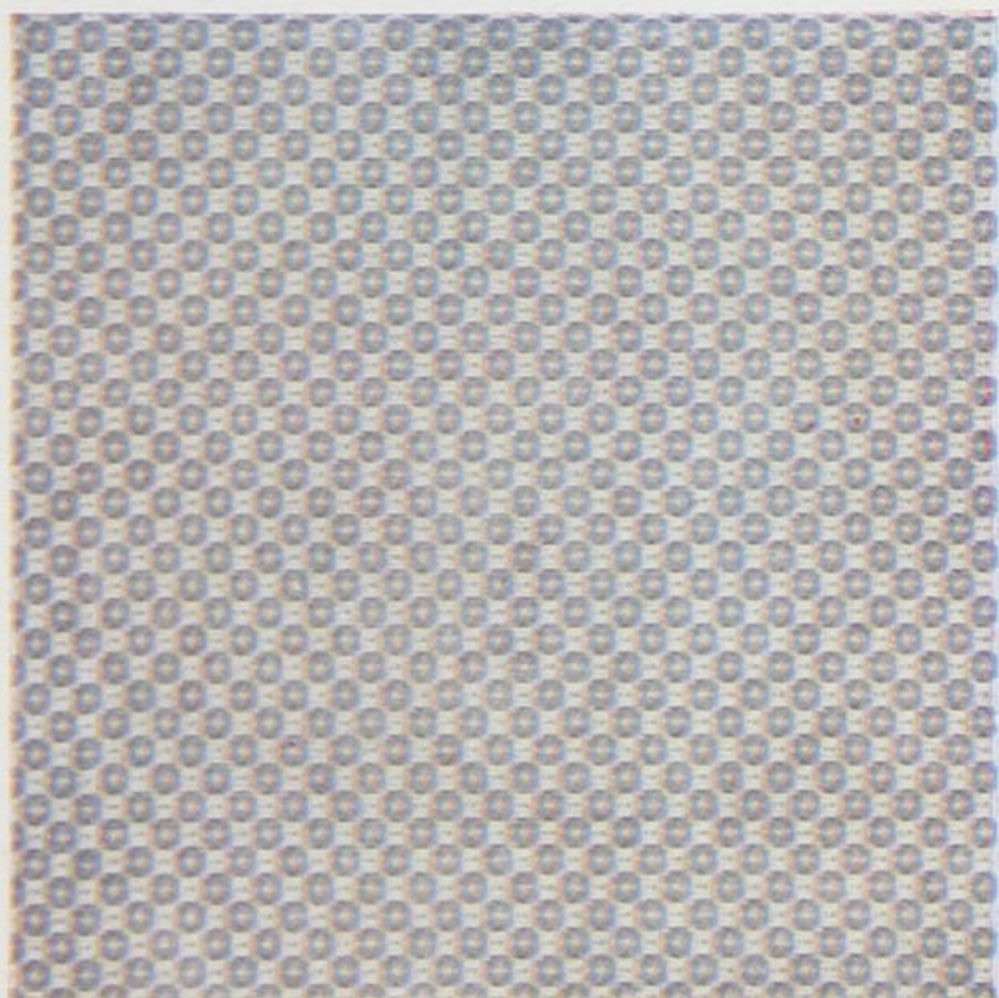
Code word "TENOBARA"

Made in 4/4 and 8/4

DOMINION FLOOR OILCLOTH

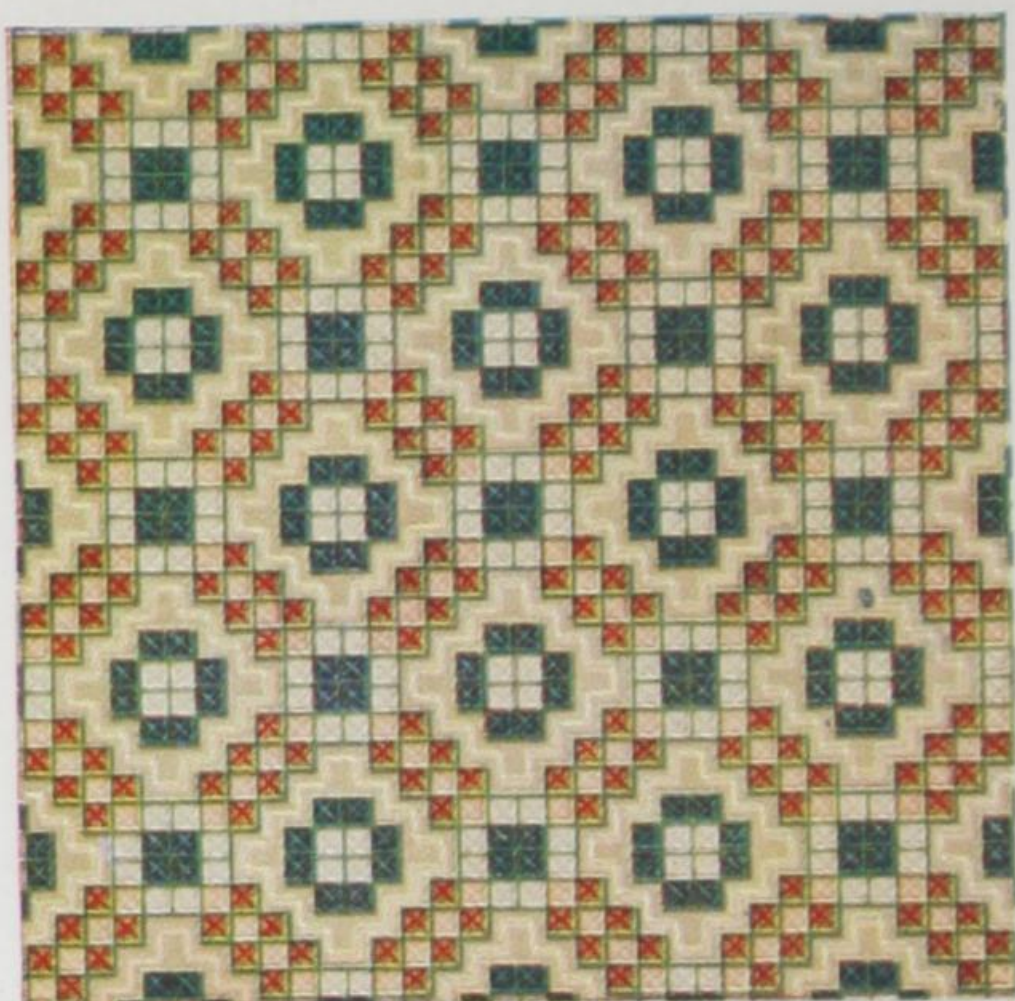


Pattern 3574 Code word "TENOBASTO"
Made in 4/4 and 8/4



Pattern 3573 Code word "TENOBUTO"
Made in 4/4 and 8/4

DOMINION FLOOR OILCLOTH



Pattern 3571

Code word "TENOBAB"

Made in 4/4 and 8/4



Pattern 3569

Code word "TENORASCO"

Made in 4/4 and 8/4

DOMINION FLOOR OILCLOTH



Pattern 3568

Code word "TENORAS"

Made in 4/4, 5/4, 6/4, 8/4 and 10/4



Pattern 3567

Code word "TENOR"

Made in 4/4, 5/4, 6/4, 8/4 and 10/4

DOMINION FLOOR OILCLOTH



Pattern 3558

Code word "TENCH"

Made in 4/4 and 8/4

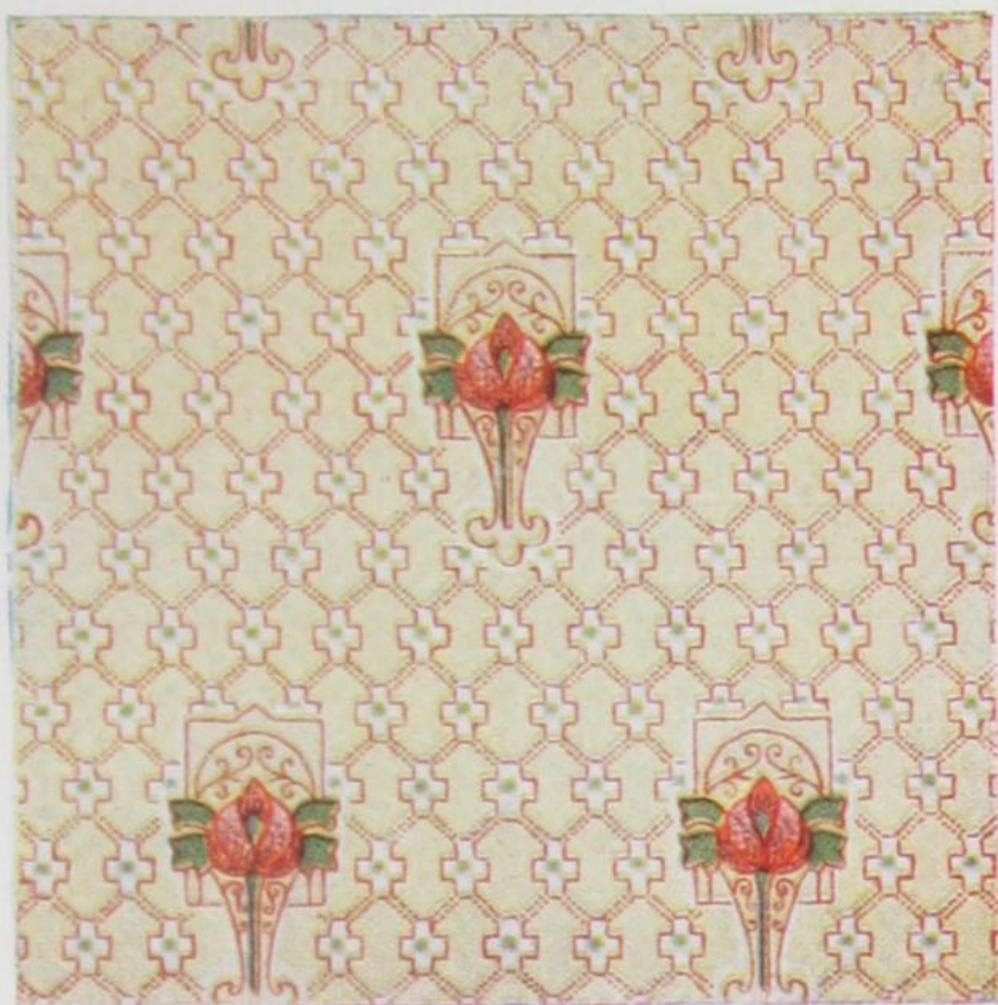


Pattern 3556

Code word "TENACITY"

Made in 4/4, 5/4, 6/4, 8/4 and 10/4

DOMINION FLOOR OILCLOTH



Pattern 3555 **Code word "TENACIOUS"**
Made in 4/4 and 8/4



Pattern 3554 **Code word "TENABLE"**
Made in 4/4 and 8/4

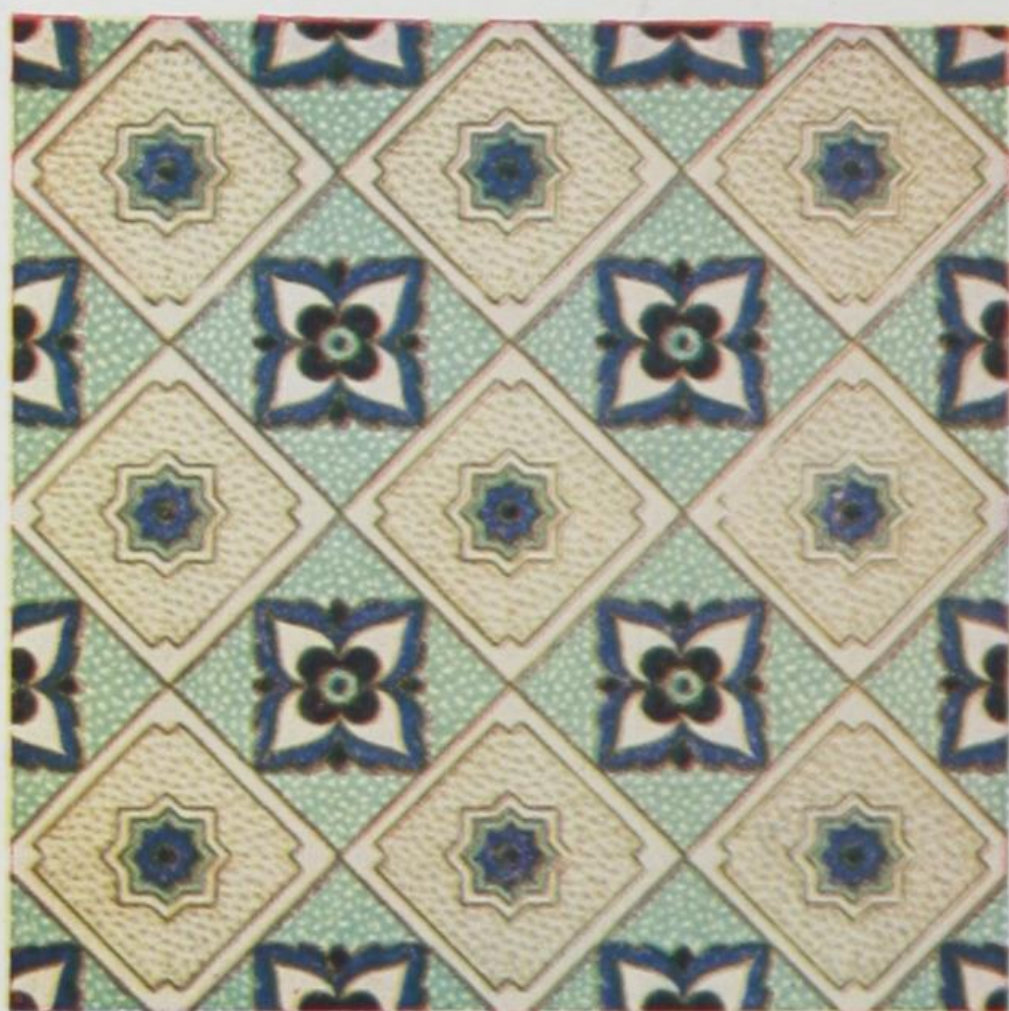
DOMINION FLOOR OILCLOTH



Pattern 3553

Code word "TEMPTOR"

Made in 4/4 and 8/4

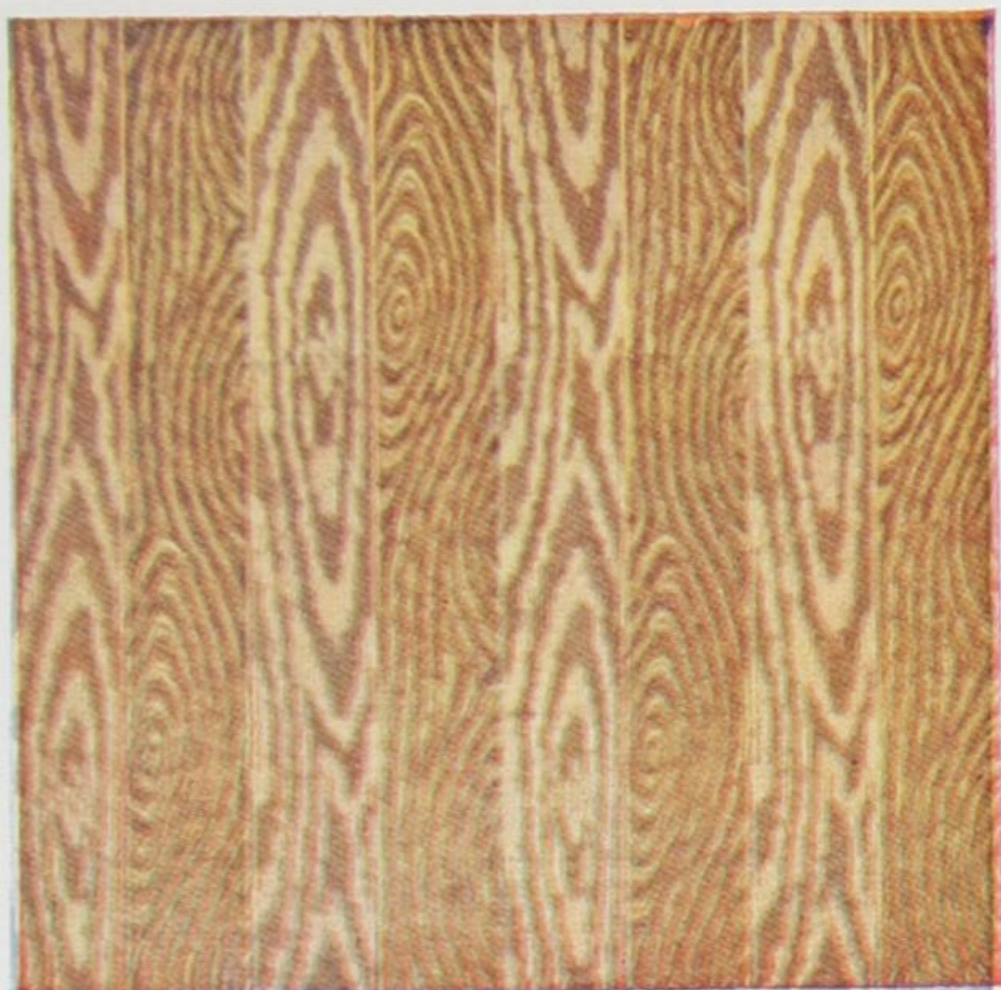


Pattern 3552

Code word "TEMPT"

Made in 4/4 and 8/4

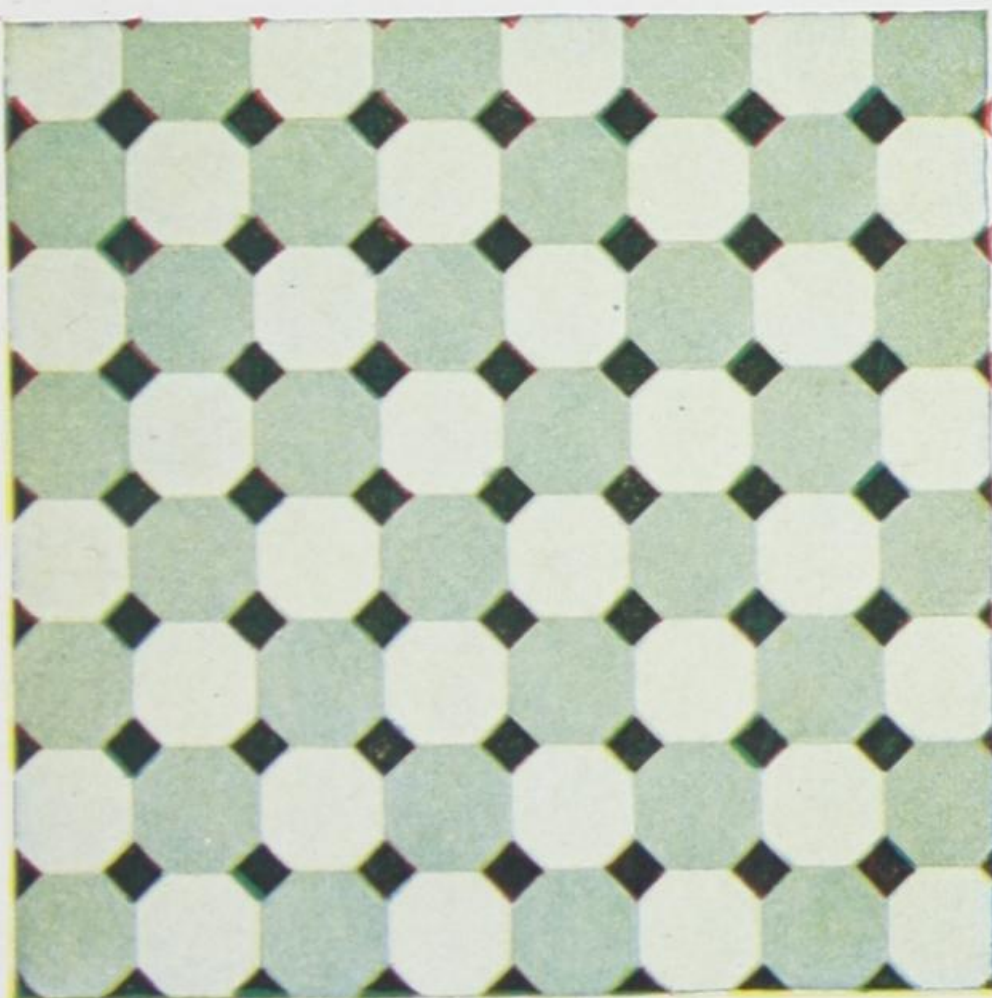
DOMINION FLOOR OILCLOTH



Pattern 3918

Code word "TRIBUNAL"

Made in 2/4, 5/8, 3/4, 4/4, 5/4, 6/4 and 8/4

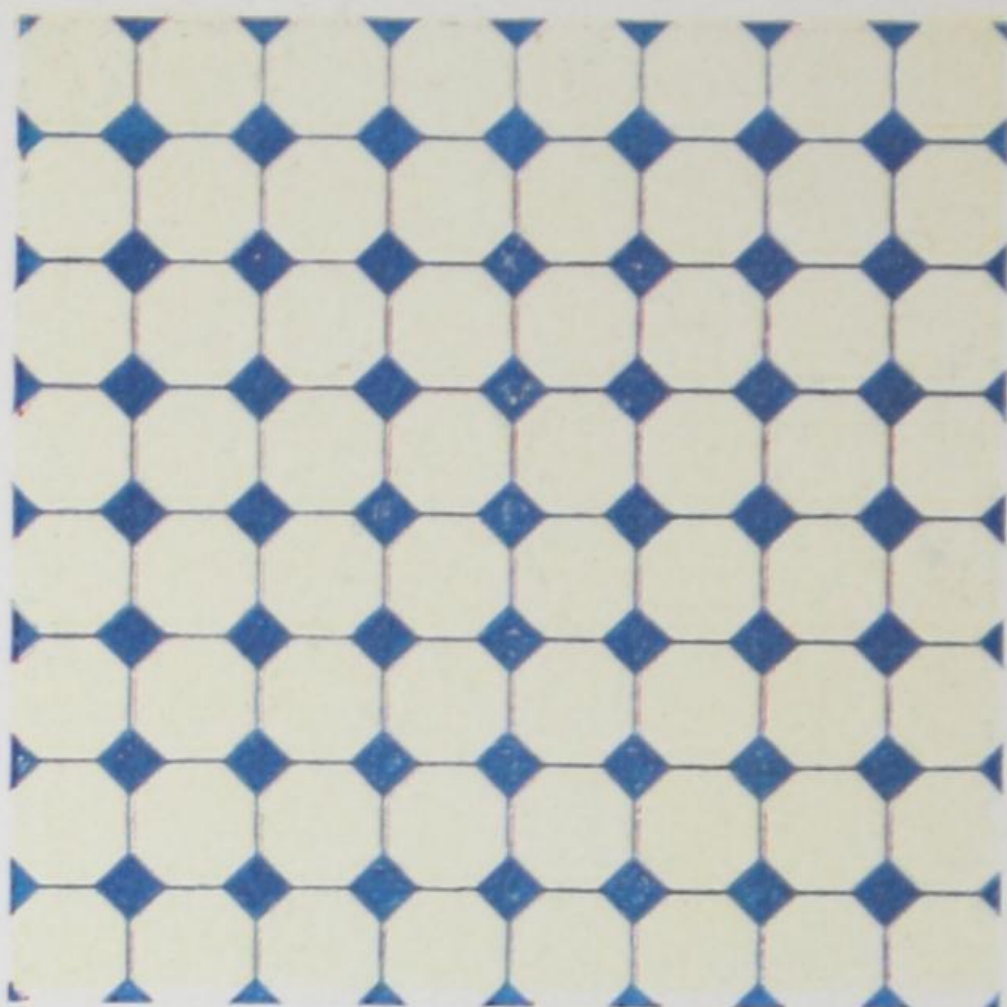


Pattern 2531

Code word "SAUNTERER"

Made in 4/4 and 8/4

DOMINION FLOOR OILCLOTH



Pattern 2530 **Code word "SANCTIFYER"**
Made in 4/4 and 8/4



Pattern 2450 **Code word "SALLYER"**
Made in 4/4 and 8/4

DOMINION STAIR OILCLOTH

DOMINION STAIR OILCLOTH

Your customers want stair coverings that will stand the wear, that are easy to clean, that are always bright and cheerful looking. End shabby stairways in your neighborhood. Feature Dominion Stair Oilcloth made especially for the purpose. Painted or unpainted burlap backs as desired in a variety of widths.

There is good profit in this easily sold line. Include it in your order.



No. 276—Painted Back

No. 276—Canvas Back

P.B. made in 2/4, 5/8, 3/4 & 4/4; C.B. in 2/4 & 5/8

Code word "BENSIT"

Code word "BENSOL"

DOMINION STAIR OILCLOTH



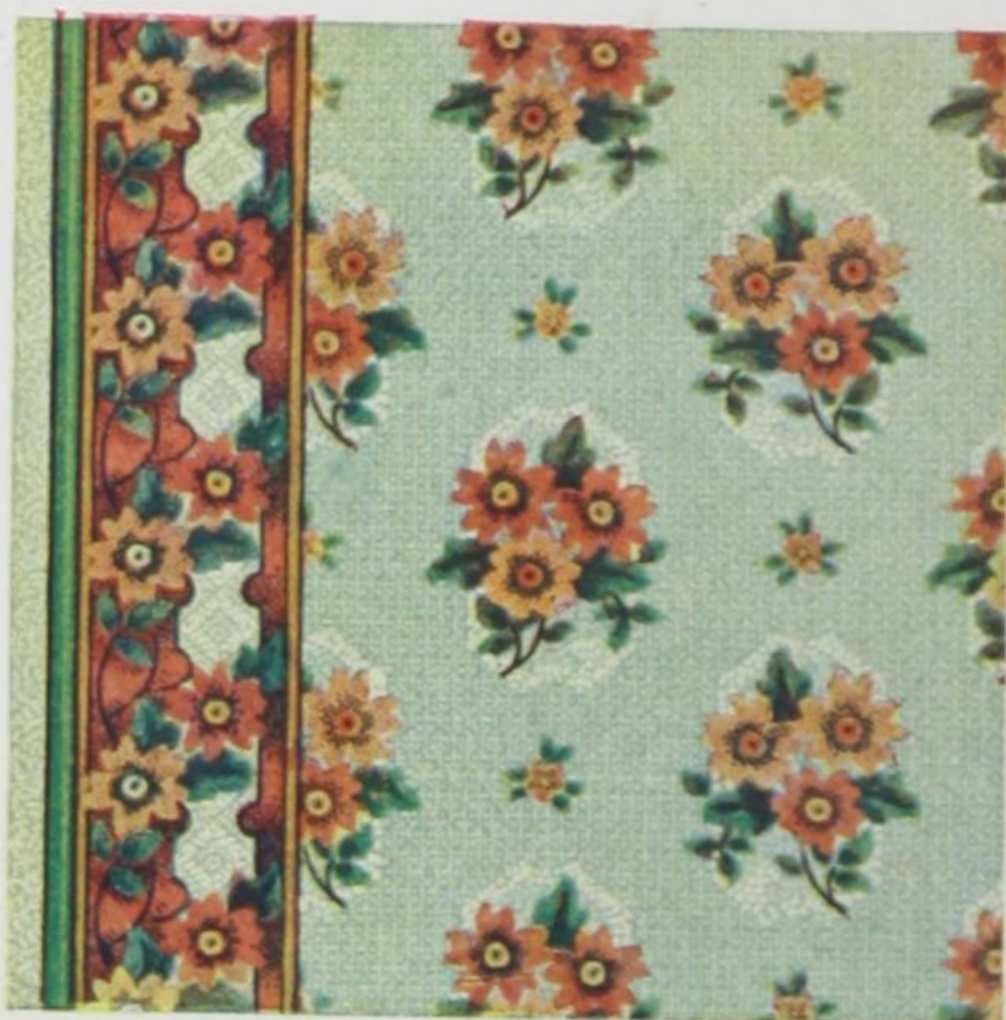
No. 275—Painted Back

Code word "BENSEA"

No. 275—Canvas Back

Code word "BENSHO"

P.B. made in 2/4, 5/8, 3/4 & 4/4; C.B. in 2/4 & 5/8



No. 274—Painted Back

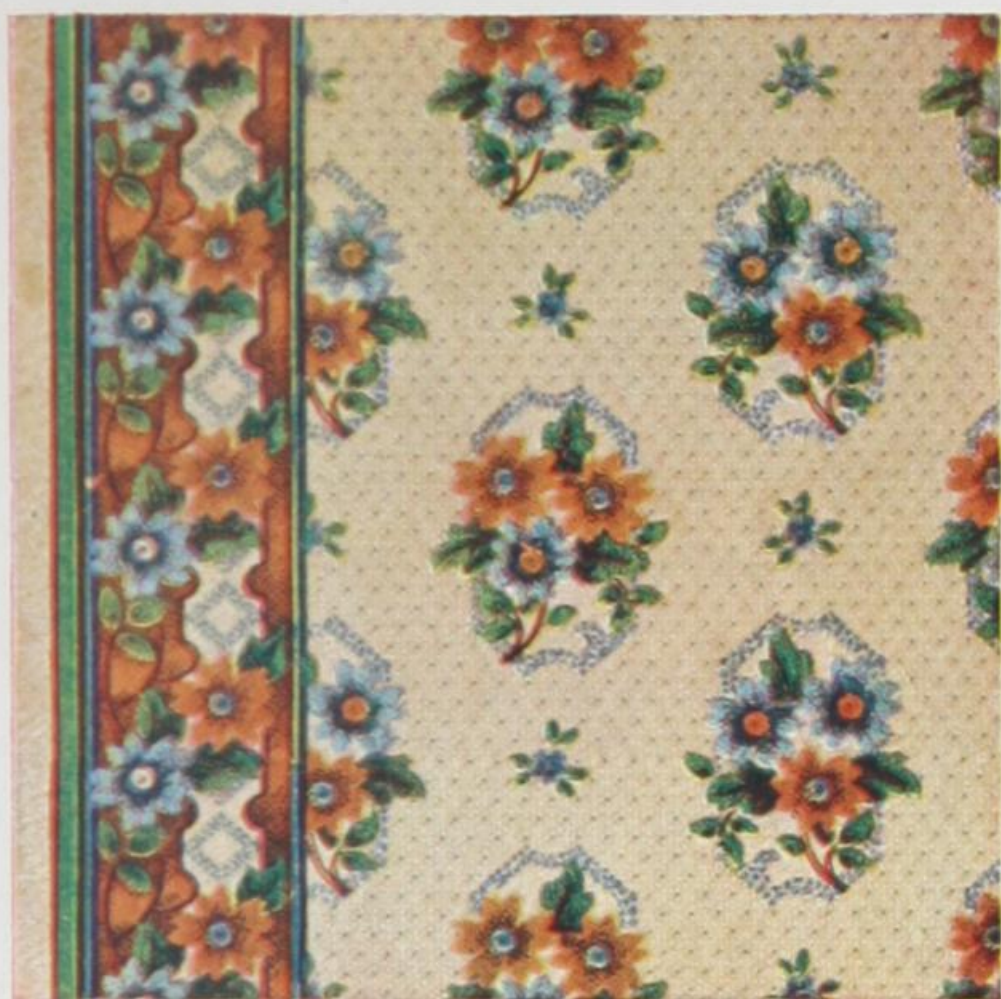
Code word "BENSAW"

No. 274—Canvas Back

Code word "BENSCIR"

P.B. made in 2/4, 5/8, 3/4 & 4/4; C.B. in 2/4 & 5/8

DOMINION STAIR OILCLOTH



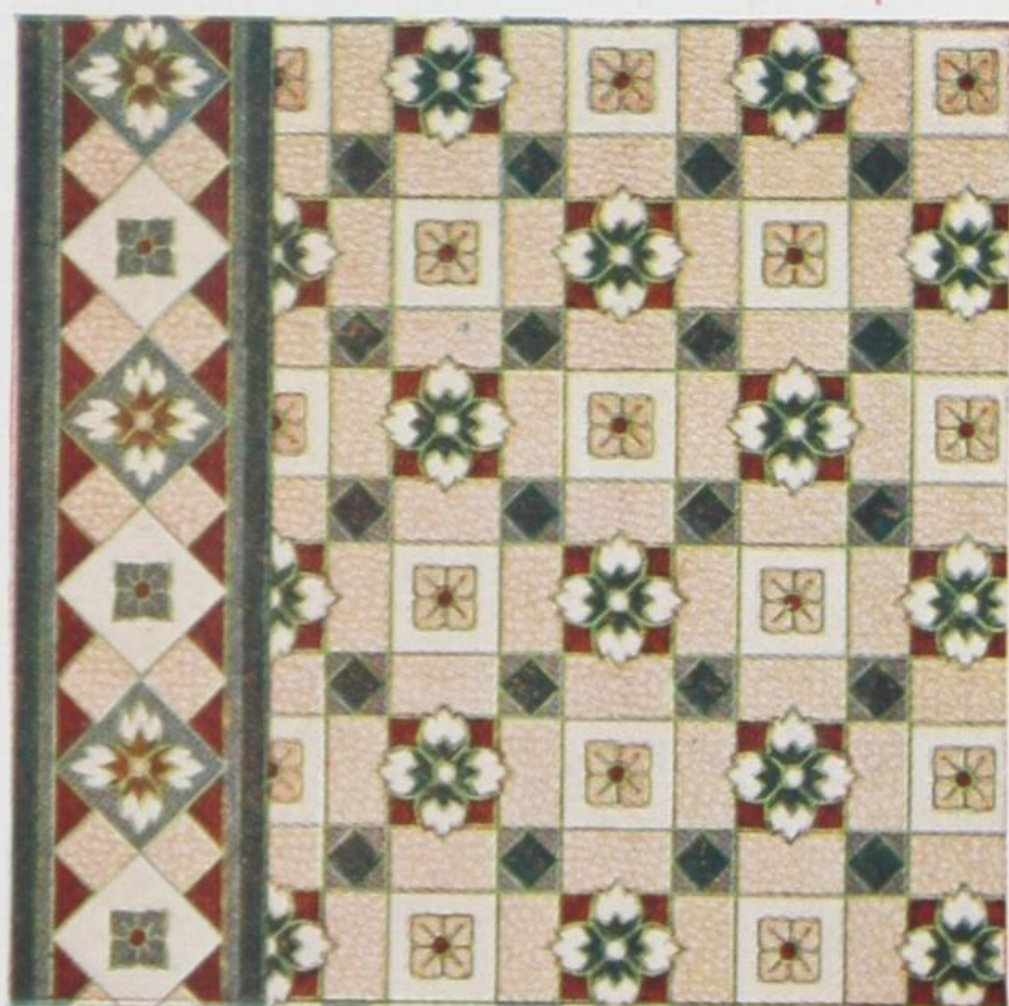
No. 273—Painted Back

Code word "BENSATO"

No. 273—Canvas Back

Code word "BENSAVE"

P.B. made in 2/4, 5/8, 3/4 & 4/4; C.B. in 2/4 & 5/8



No. 272—Painted Back only Code word "BENSARSO"

Made in 2/4, 5/8, 3/4 and 4/4

DOMINION STAIR OILCLOTH

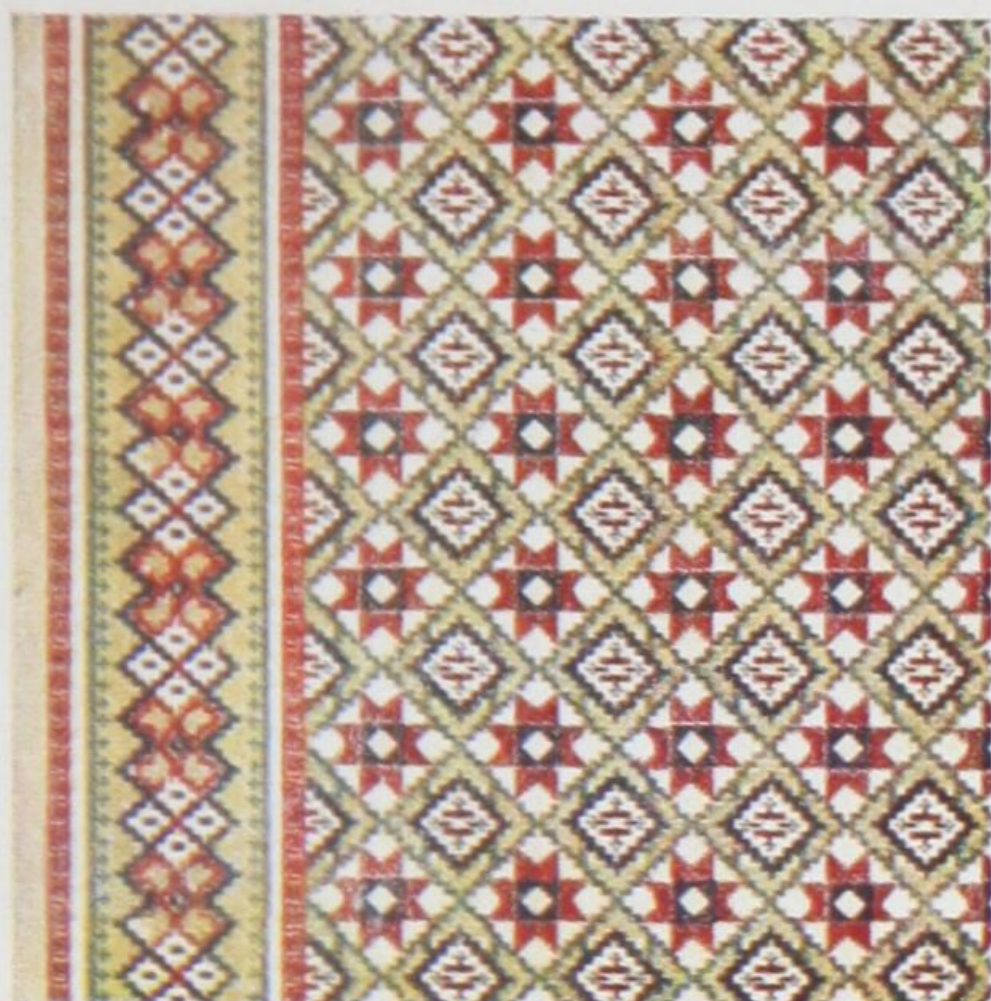


No. 271 Painted Back only Code word "BANSAGO"
Made in 2/4, 5/8, 3/4 and 4/4



No. 270—Painted Back only Code word "BANSADA"
Made in 2/4, 5/8, 3/4 and 4/4

DOMINION STAIR OILCLOTH



No. 269—Painted Back only Code word "BANSA"
Made in 2/4, 5/8, 3/4 and 4/4

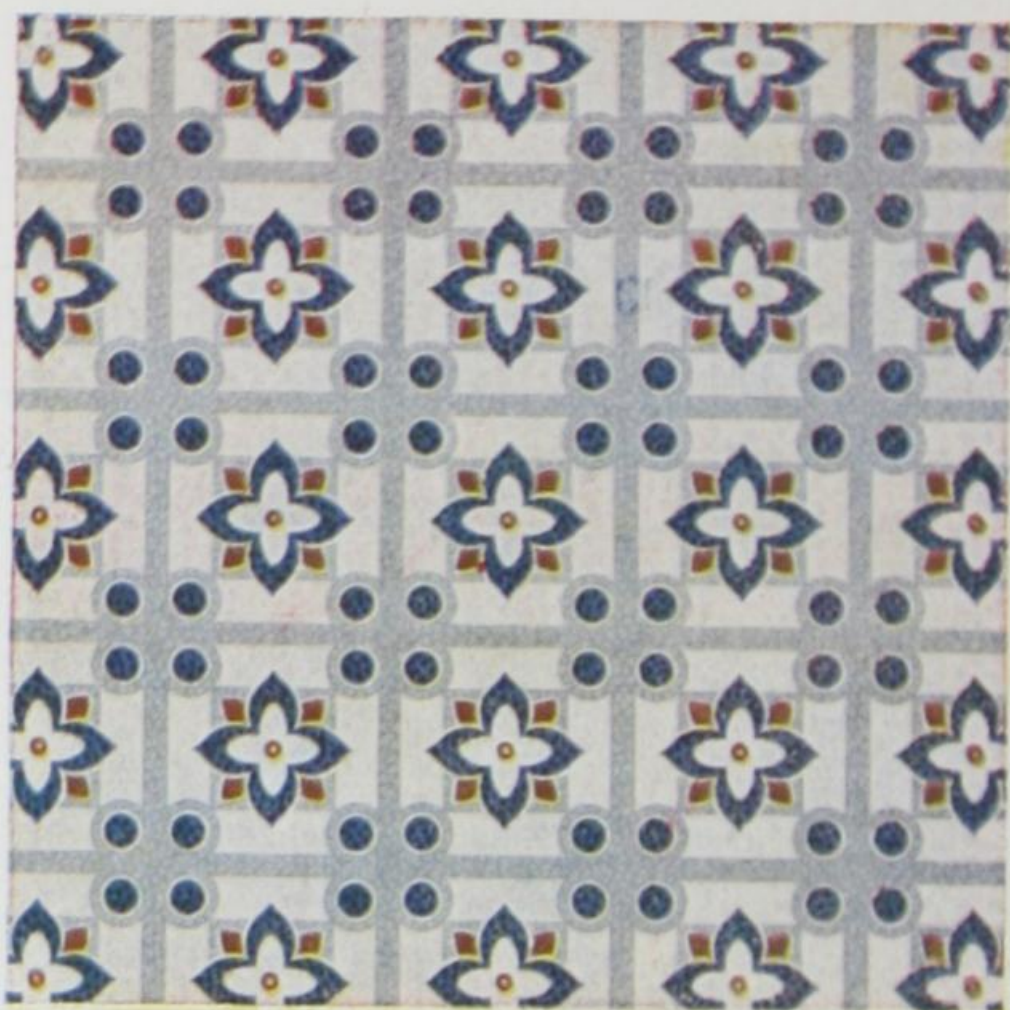


No. 266—Painted Back Code word "BANGIVE"
No. 266—Canvas Back Code word "BANGICAN"
P.B. made in 2/4, 5/8, 3/4 & 4/4; C.B. in 2/4 & 5/8

DOMINION FELTOL

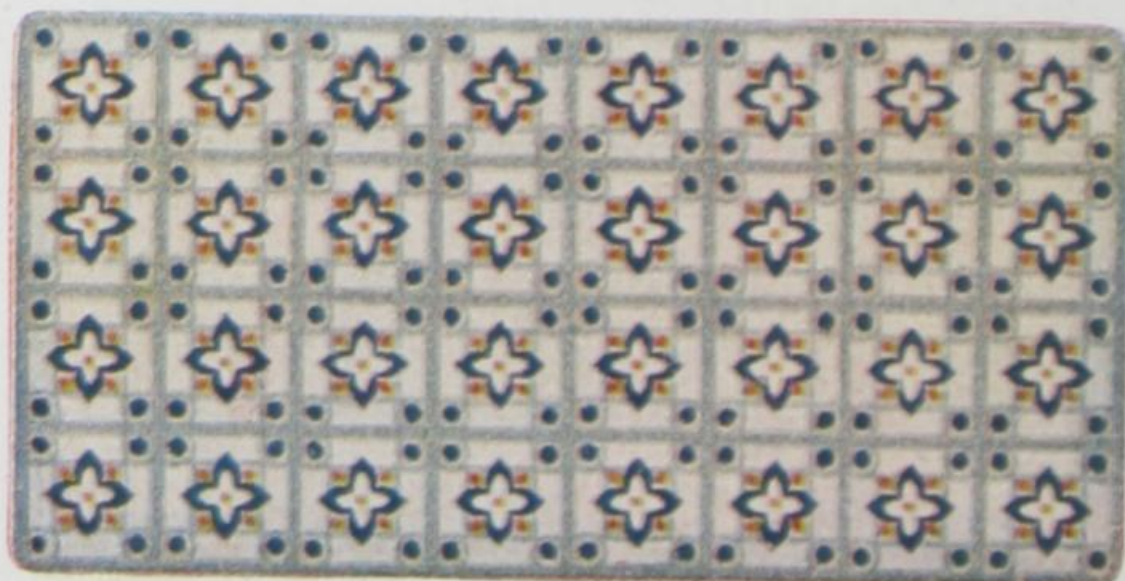
FELTOL

Feltol—made for the economical housewife—is an attractive, durable felt-base floor covering for use on smooth floors where it gives splendid service. Many unusually pleasing designs to choose from—Feltol mats are also ready sellers. You can safely include Feltol in your order. There is no better quality felt-base floor covering made and it is amazingly low in price.



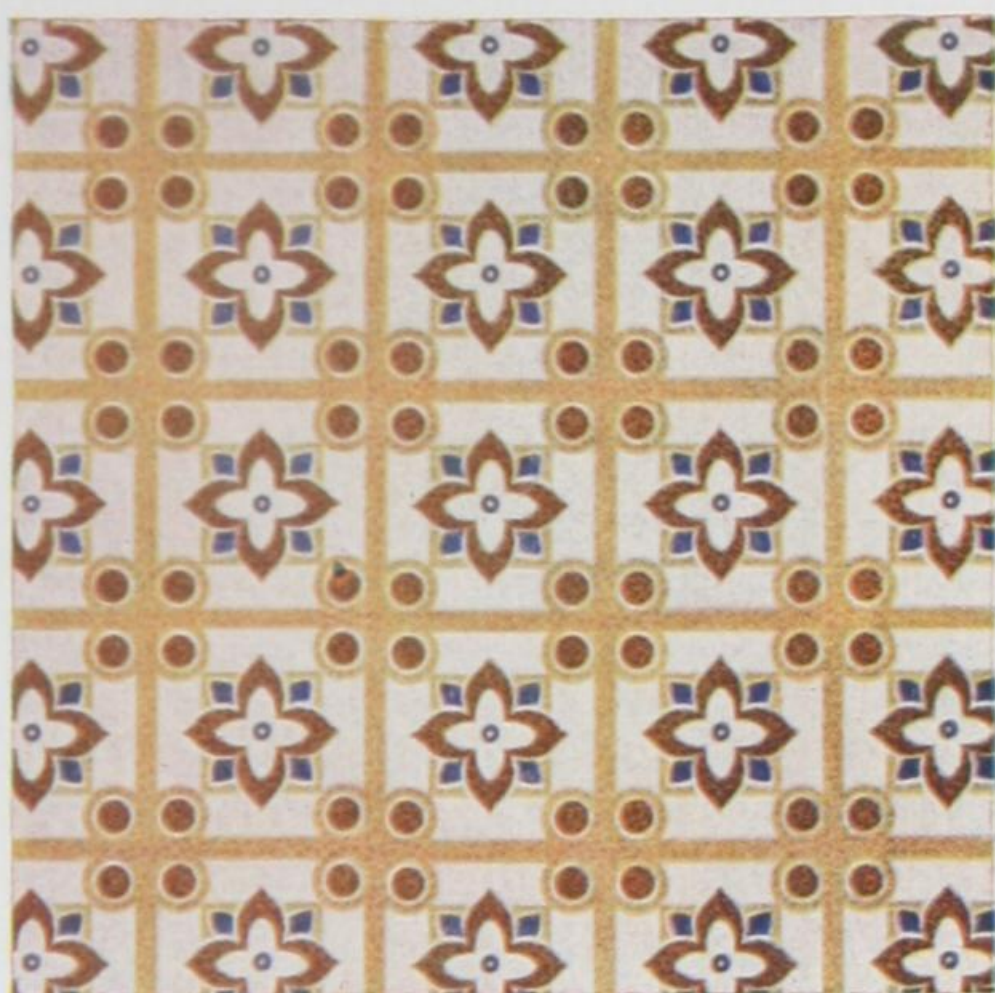
Pattern 076

Code word "FLATONE"
Made in 8/4 only



Pattern 076A

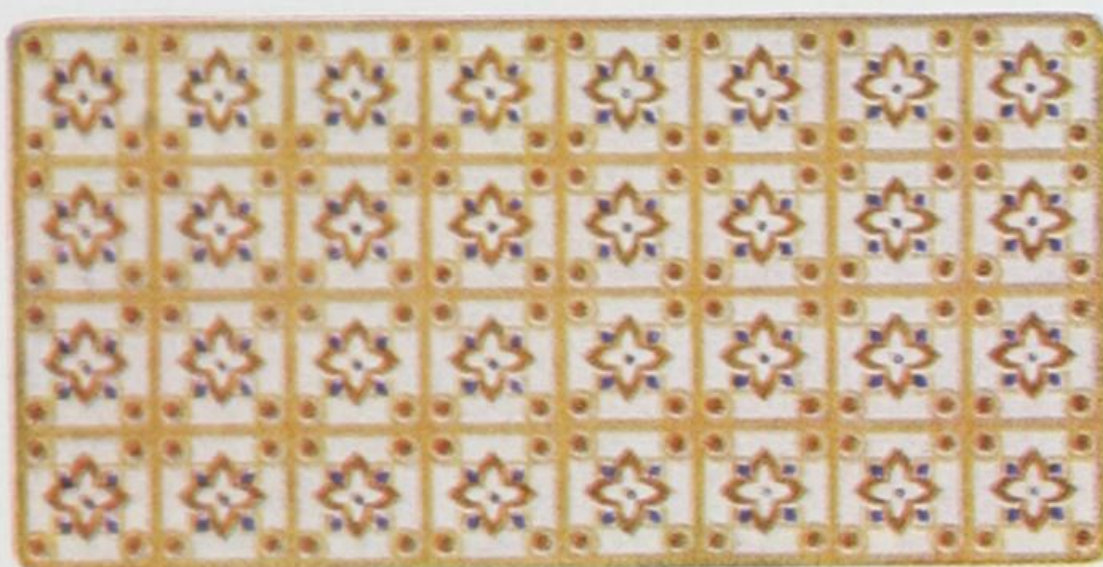
DOMINION FELTOL



Pattern 075

Code word "FLATAX"

Made in 8/4 only



Pattern 075A

Mats can be cut from the 8/4 goods to any desired size, or supplied by us in the following stock sizes.

24 Mats Per Carton

18 x 27 inches
18 x 36 inches
27 x 36 inches
27 x 45 inches
36 x 36 inches
36 x 45 inches
36 x 54 inches

6 Mats Per Carton

4½ x 4½ feet
4½ x 6 feet
4½ x 7½ feet
6 x 6 feet
6 x 7½ feet
6 x 9 feet

DOMINION FELTOL



Pattern 074

Code word "FLATORE"

Made in 8/4 only



Pattern 073

Code word "FLATO"

Made in 8/4 only

DOMINION FELTOL



Pattern 072

Code word "FLASPO"

Made in 8/4 only



Pattern 071

Code word "FLASE"

Made in 8/4 only

DOMINION FELTOL



Pattern 070

Code word "FLARY"

Made in 8/4 only



Pattern 069

Code word "FLARISE"

Made in 8/4 only

DOMINION FELTOL



Pattern 068

Code word "FLARID"

Made in 8/4 only



Pattern 067

Code word "FLARE"

Made in 8/4 only

DOMINION FELTOL



Pattern 066

Code word "FLAPPY"

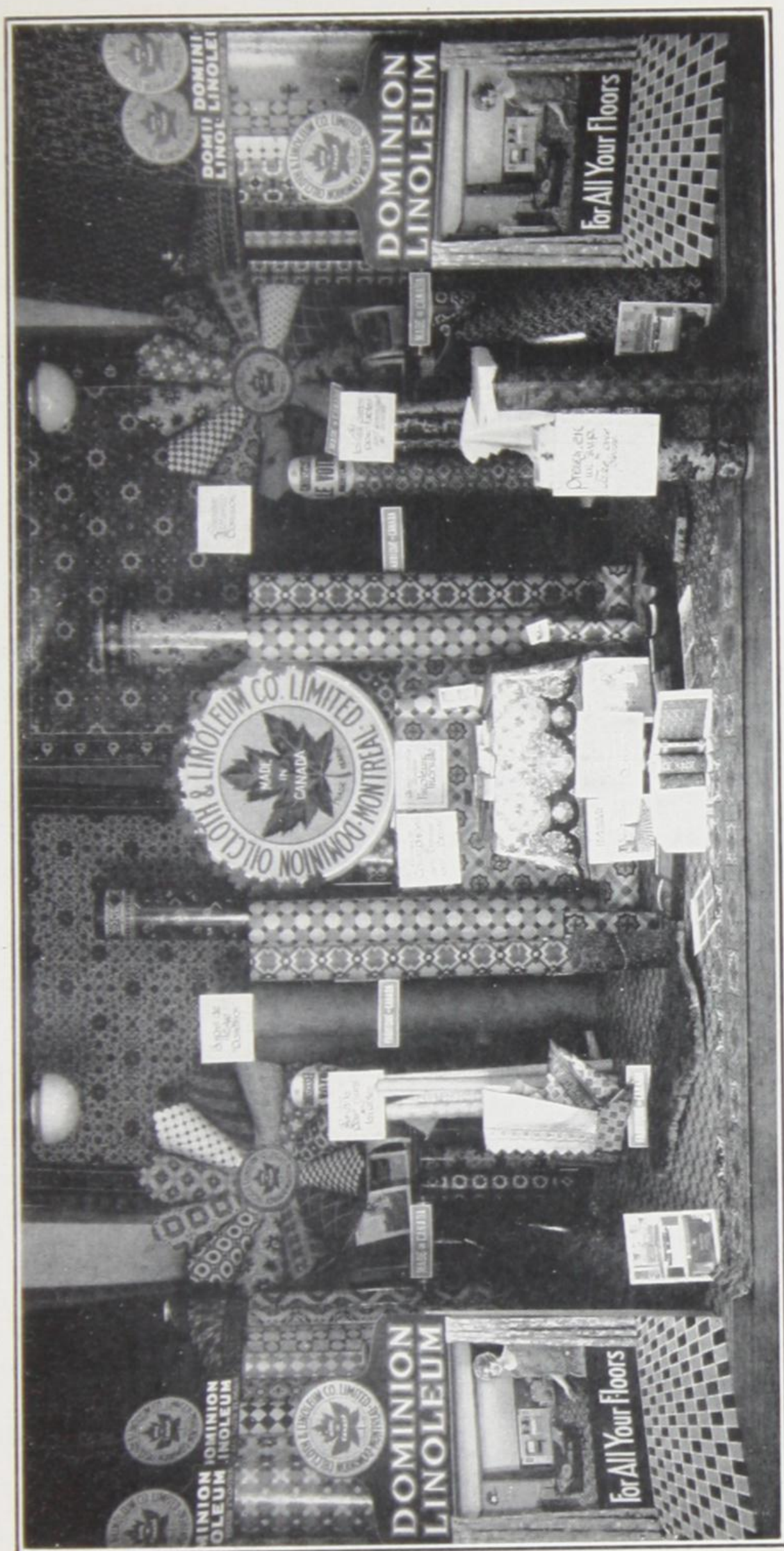
Made in 8/4 only



Pattern 062

Code word "FIXUSTA"

Made in 8/4 only



The above display shows what attractive windows can be made by the use of our free advertising material. Write for yours to-day and by the constant use of this material you will greatly increase your sales and profits.

DOMINION FELTOL



Pattern 060

Code word "FIXATA"

Made in 8/4 only



Pattern 059

Code word "FIXA"

Made in 8/4 only

DOMINION FELTOL



Pattern 055

Code word "FITTOR"

Made in 8/4 only



Pattern 0101

Code word "FERRET"

Made in 2/4, 3/4, 4/4 and 6/4

Other DOMINION Profit-Makers



ON the following pages you will find reproductions of several other popular Dominion products that are needed in every home. Easy to stock, easy to sell, small investment, quick turnovers.

TABLE OILCLOTHS: Indispensable in the house for tables, shelves and to back-up sinks. Has many other uses such as covering books, boxes and chair seats. Write for a complete pattern book on this profitable staple which includes special shelf oilcloth for pantry shelves.

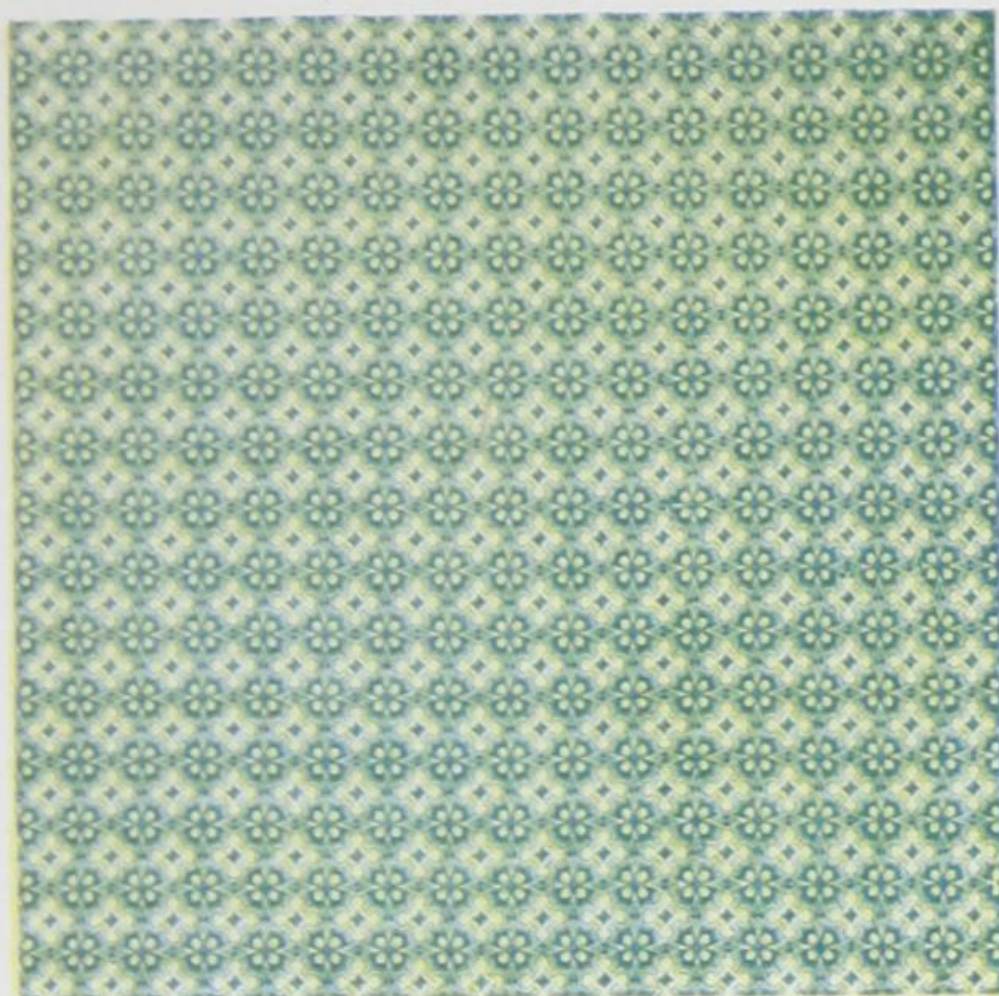
FANCY BROCADE COVERS or table cloths will sell especially well this year. Many new and attractive designs offered. Moderately priced. Ideal for country homes and the summer resort trade.

SPANISH LEATHERETTES are popular for upholstering purposes and are also used for walls in the same way as Sanitile. We also make enamel cloth in many colors and finishes for upholstering, wagon tops and for trunk and bag manufacturing.

DOMINION DECORATIVE WALL BURLAP is used wherever there are walls. Homes, stores, offices, halls, schools, etc., are all prospects. Get them at the time of building or during course of renovation. Easy to apply and easy to paint to any desired shade. Dominion Decorative Wall Burlap offers splendid profits on a small investment.

DOMINION TABLE OILCLOTH

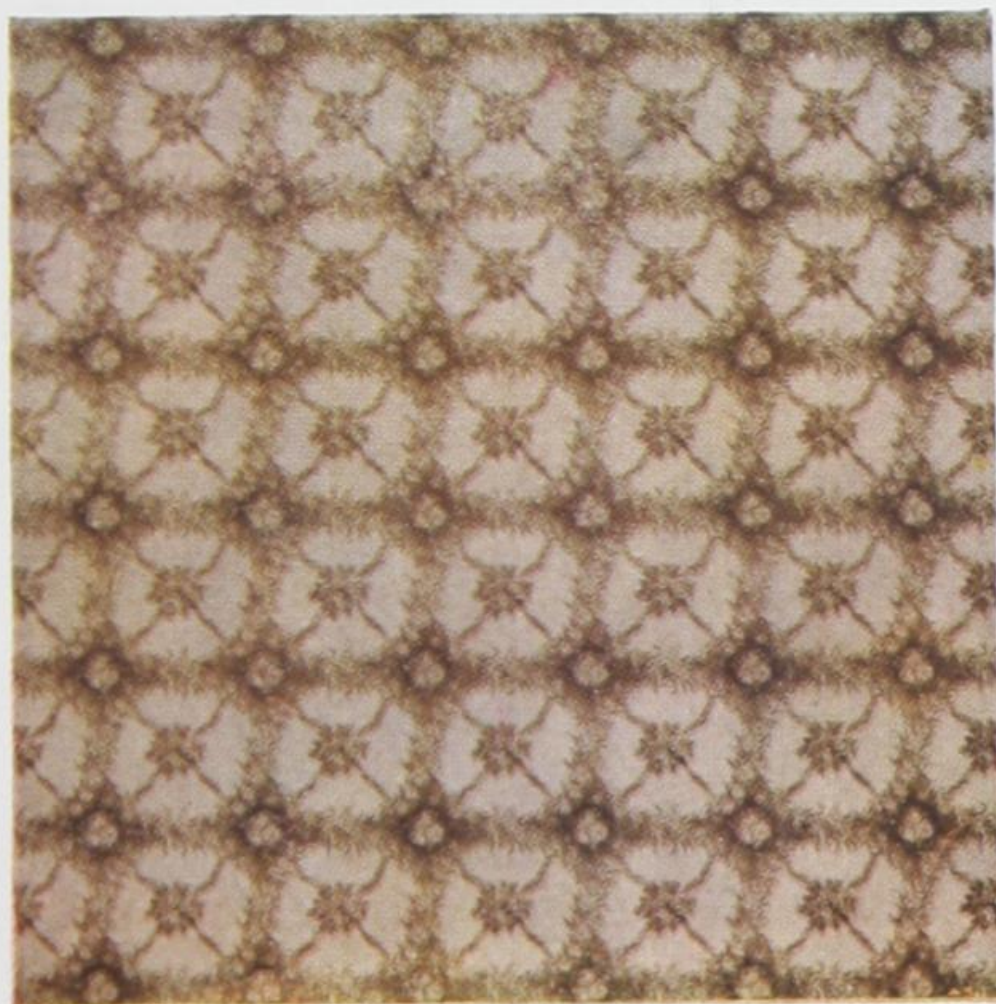
Fancy Mosaics



Pattern 534

Widths $5/4$ and $6/4$

12-yd. Rolls



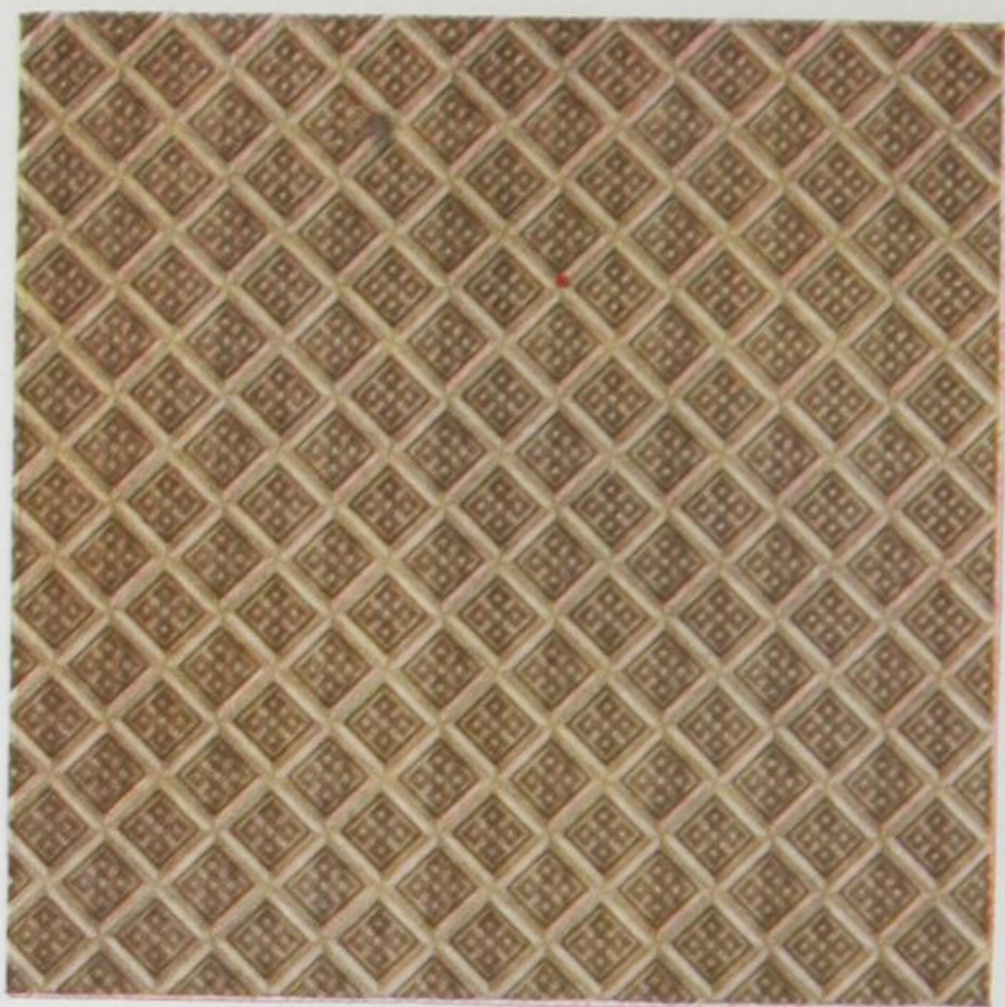
Pattern 526

Widths $5/4$ and $6/4$

12-yd. Rolls

DOMINION TABLE OILCLOTH

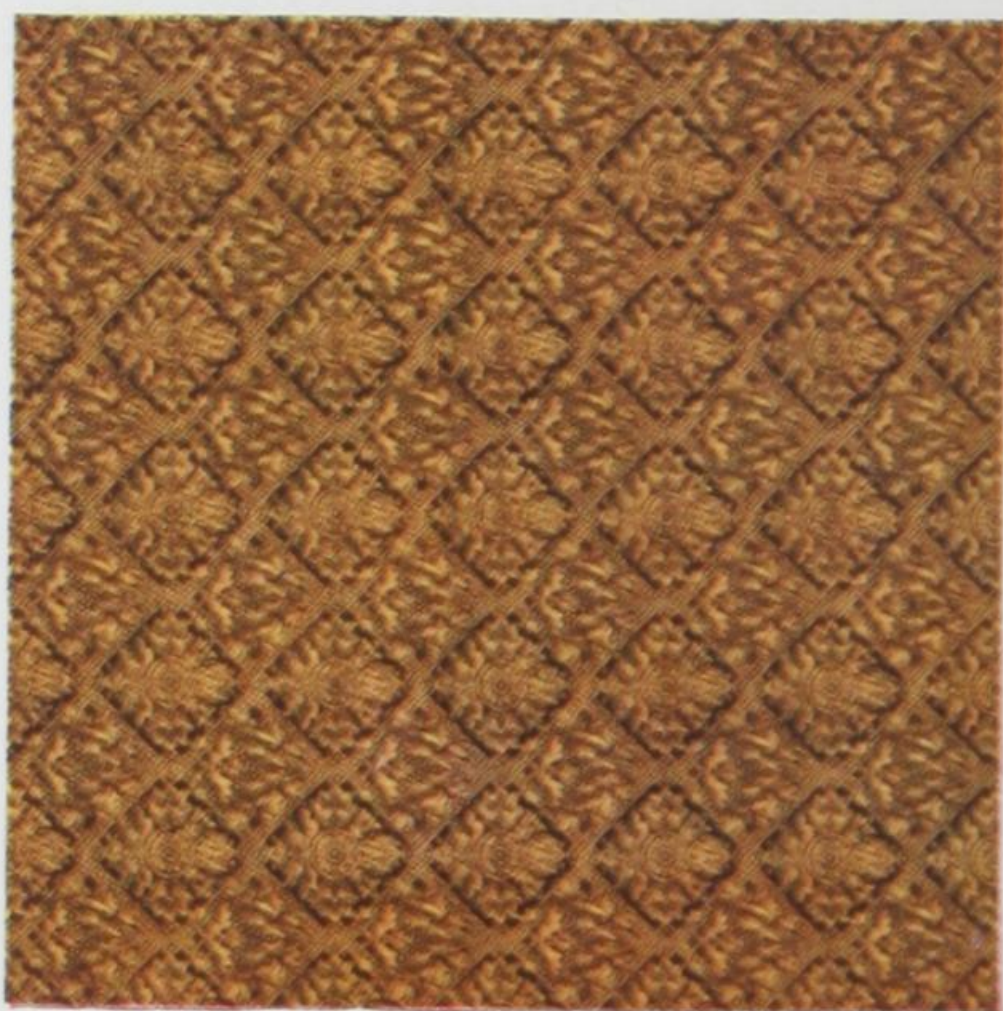
Fancy Mosaics



Pattern 523

Widths $5/4$ and $6/4$

12-yd. Rolls

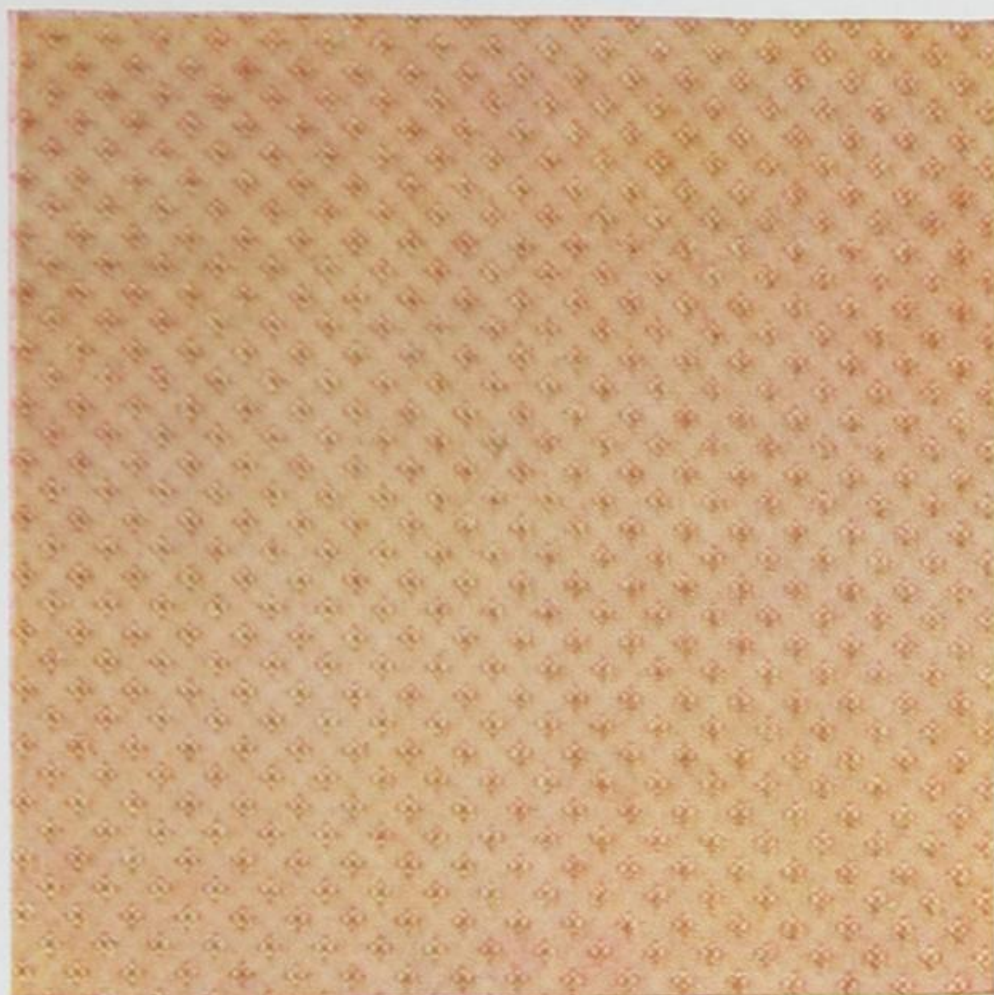


Pattern 516

Widths $5/4$ and $6/4$

12-yd. Rolls

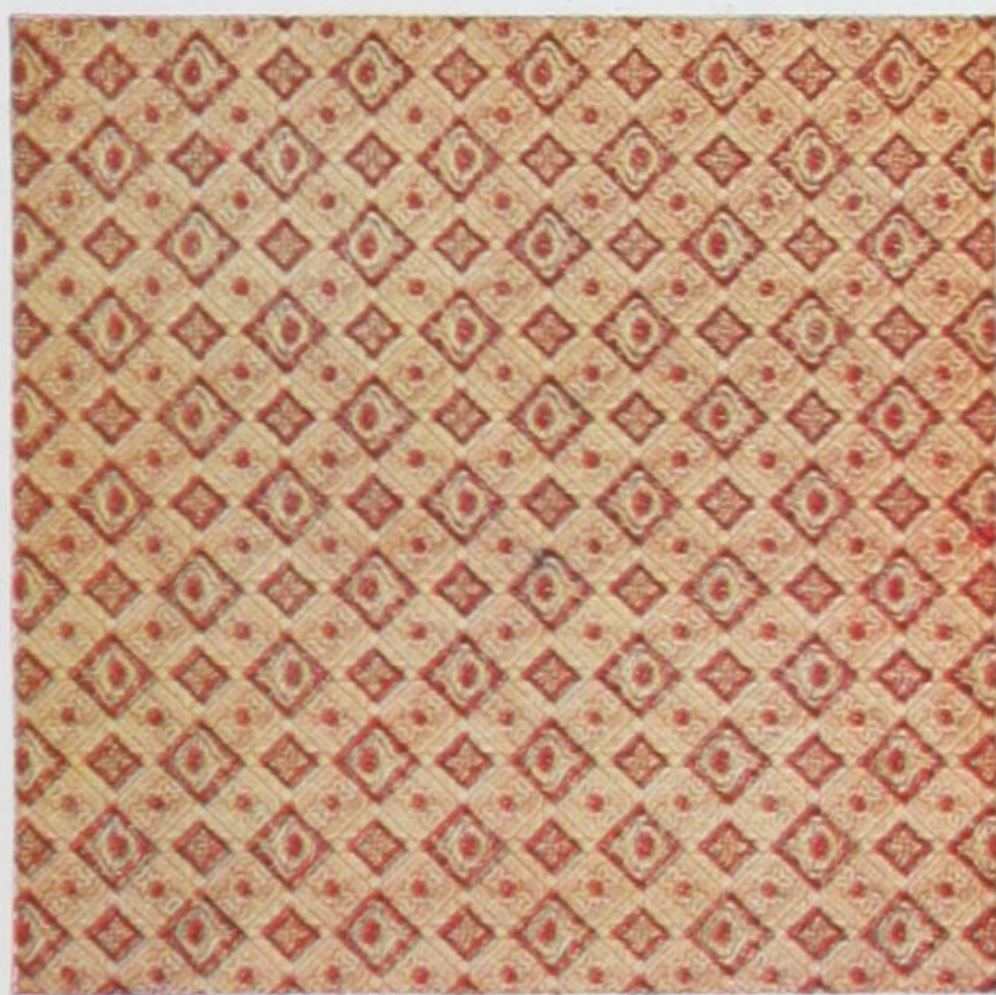
DOMINION TABLE OILCLOTH
Fancy Mosaics



Pattern 512

Widths $5/4$ and $6/4$

12-yd. Rolls



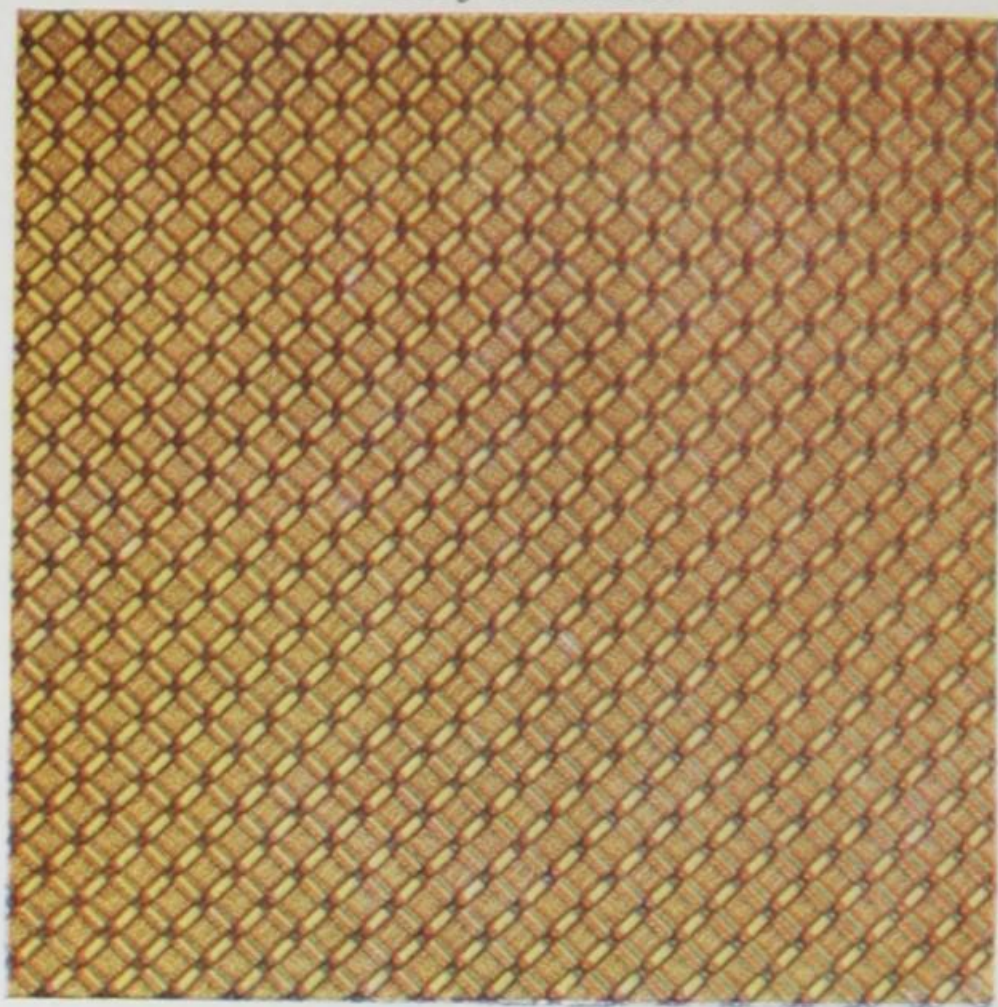
Pattern 975

Widths $5/4$ and $6/4$

12-yd. Rolls

DOMINION TABLE OILCLOTH

Fancy Mosaics



Pattern 865

Widths $5/4$ and $6/4$

12-yd. Rolls



Pattern 422

Widths $5/4$ and $6/4$

12-yd. Rolls

DOMINION TABLE OILCLOTH

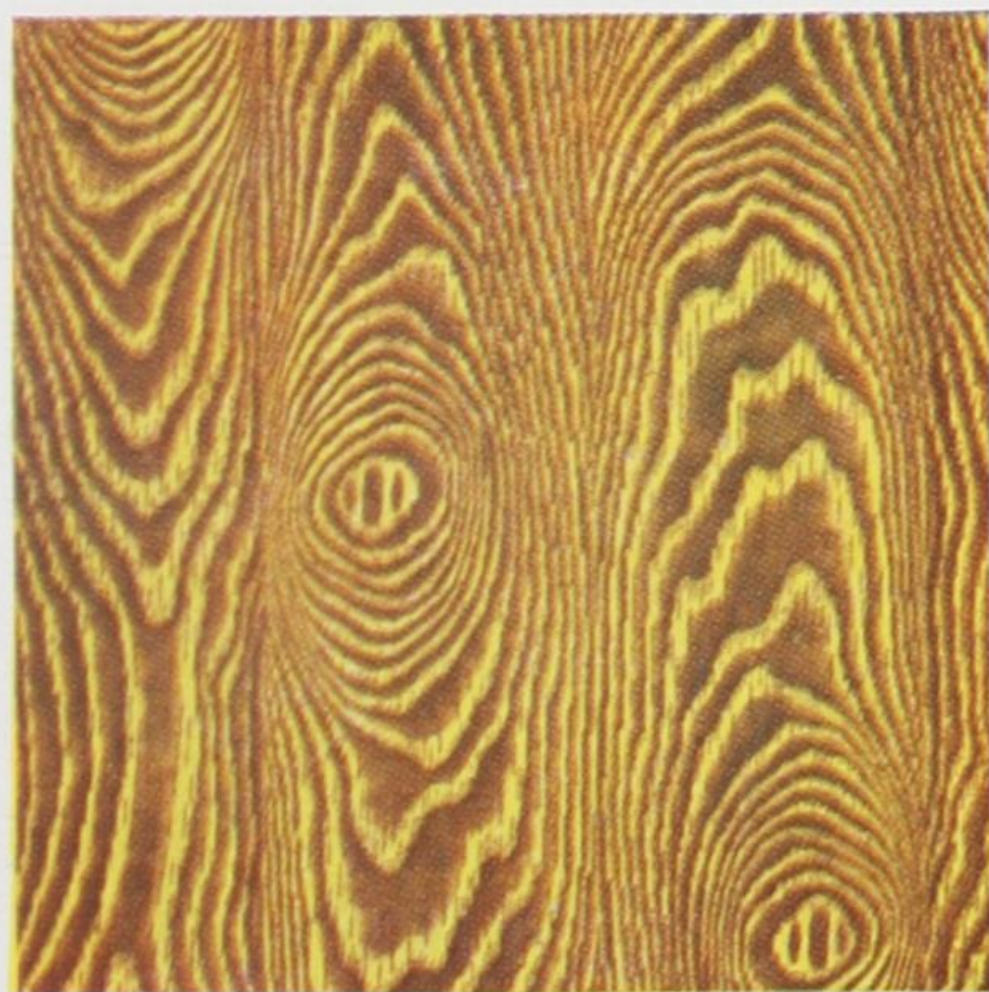
Fancy Mosaics



Pattern 417

Widths $5/4$ and $6/4$

12-yd. Rolls



Pattern 400

Widths $5/4$ and $6/4$

12-yd. Rolls

DOMINION TABLE OILCLOTH

Damasks



Pattern Dam. 33

Widths $5\frac{1}{4}$ and $6\frac{1}{4}$

12-yd. Rolls

DOMINION BROCADE COVERS

DOMINION BROCADE COVERS or Luncheon Cloths are now made in many attractive colors, as you will see in the following pages, in both the Dull Finish, the Glazed Finish and the Varnished Finish. This means that even the most exacting customers can be satisfied and you will find that by carrying a large stock of these Covers you will build up a tremendous sale in this popular line.

They are easily cleaned and always look clean and cheerful, thus saving many a laundry bill. After months of wear they will still retain their bright appearance.

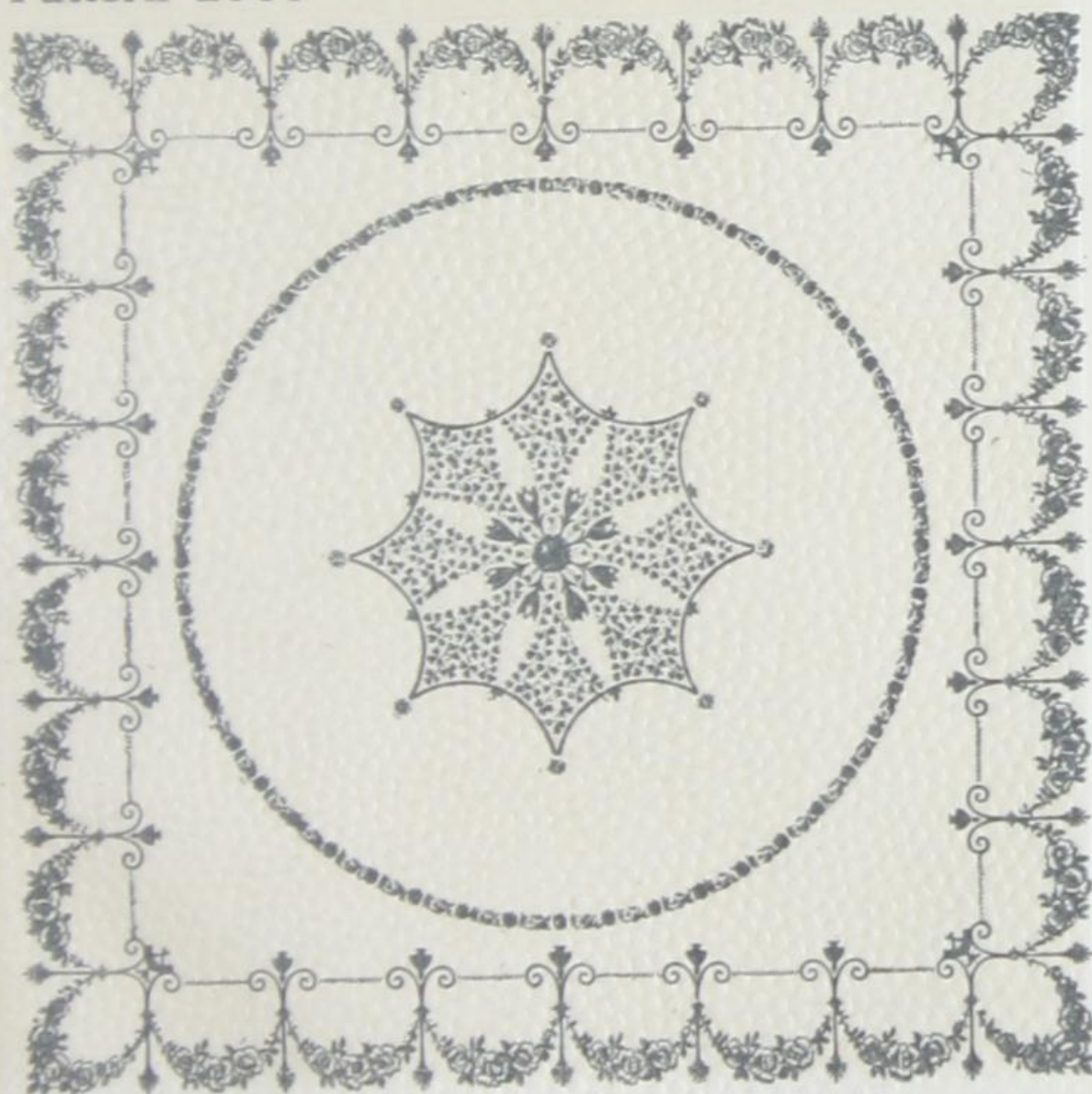
Another important point is that they can be obtained rolled individually and suitably wrapped. This will save much tiresome cutting and will enable dealers to carry a large stock and cover the complete range.

DOMINION BROCADE COVERS



Pattern 2044

Size 6/4 x 6/4



Pattern 2043

Size 6/4 x 6/4

DOMINION BROCADE COVERS

This design shown on pages 137 and 139 is also obtainable in a blue ground, Pattern 2045, and a straw ground, Pattern 2046, with a varnished finish similar to Dominion Damasks and Fancy Mosaics.

Supplied in 12-yard rolls, eight covers per roll. Also packed in cartons of twelve, rolled individually and suitably wrapped.

DOMINION BROCADE COVERS



Pattern 2042

Size 6/4 x 6/4



Pattern 2041

Size 6/4 x 6/4

DOMINION BROCADE COVERS

This design shown on pages 137 and 139 is also obtainable in a blue ground, Pattern 2045, and a straw ground, Pattern 2046, with a varnished finish similar to Dominion Damasks and Fancy Mosaics.

Supplied in 12-yard rolls, eight covers per roll. Also packed in cartons of twelve, rolled individually and suitably wrapped.

DOMINION BROCADE COVERS



Pattern 2040

Size 6/4 x 6/4



Pattern 2039

Size 6/4 x 6/4

DOMINION BROCADE COVERS

This design as shown on pages 141 and 143 is also obtainable in a green ground, Pattern 2047, and a red ground, Pattern 2048, with a varnished finish similar to Dominion Damasks and Fancy Mosaics.

Supplied in 12-yard rolls, eight covers per roll. Also packed in cartons of twelve, rolled individually and suitably wrapped.

DOMINION BROCADE COVERS



Pattern 2038

Size 6/4 x 6/4



Pattern 2037

Size 6/4 x 6/4

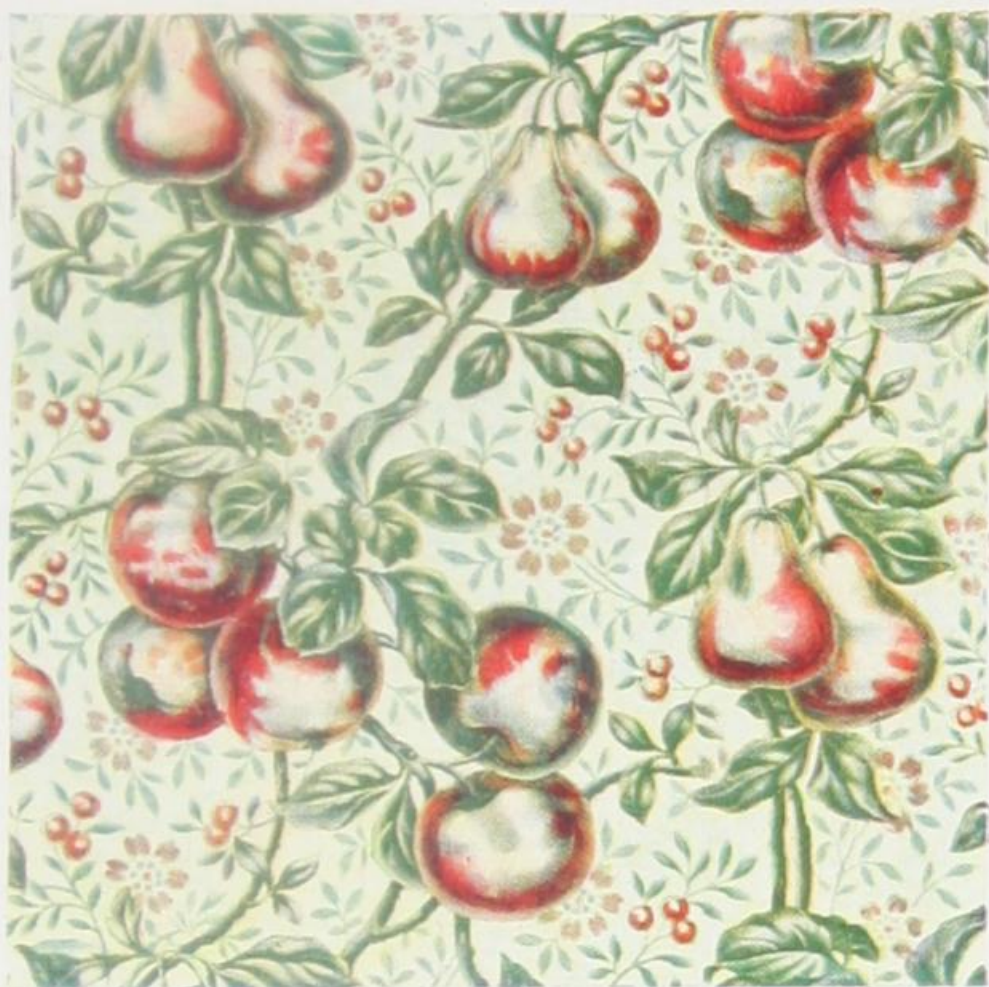
DOMINION BROCADE COVERS

This design as shown on pages 141 and 143 is also obtainable in a green ground, Pattern 2047, and a red ground, Pattern 2048, with a varnished finish similar to Dominion Damasks and Fancy Mosaics.

Supplied in 12-yard rolls, eight covers per roll. Also packed in cartons of twelve, rolled individually and suitably wrapped.

DOMINION TABLE OILCLOTH

Damasks



Pattern 108

Widths $5/4$ and $6/4$

12-yd. Rolls



Pattern 106

Widths $5/4$ and $6/4$

12-yd. Rolls

DOMINION TABLE OILCLOTH

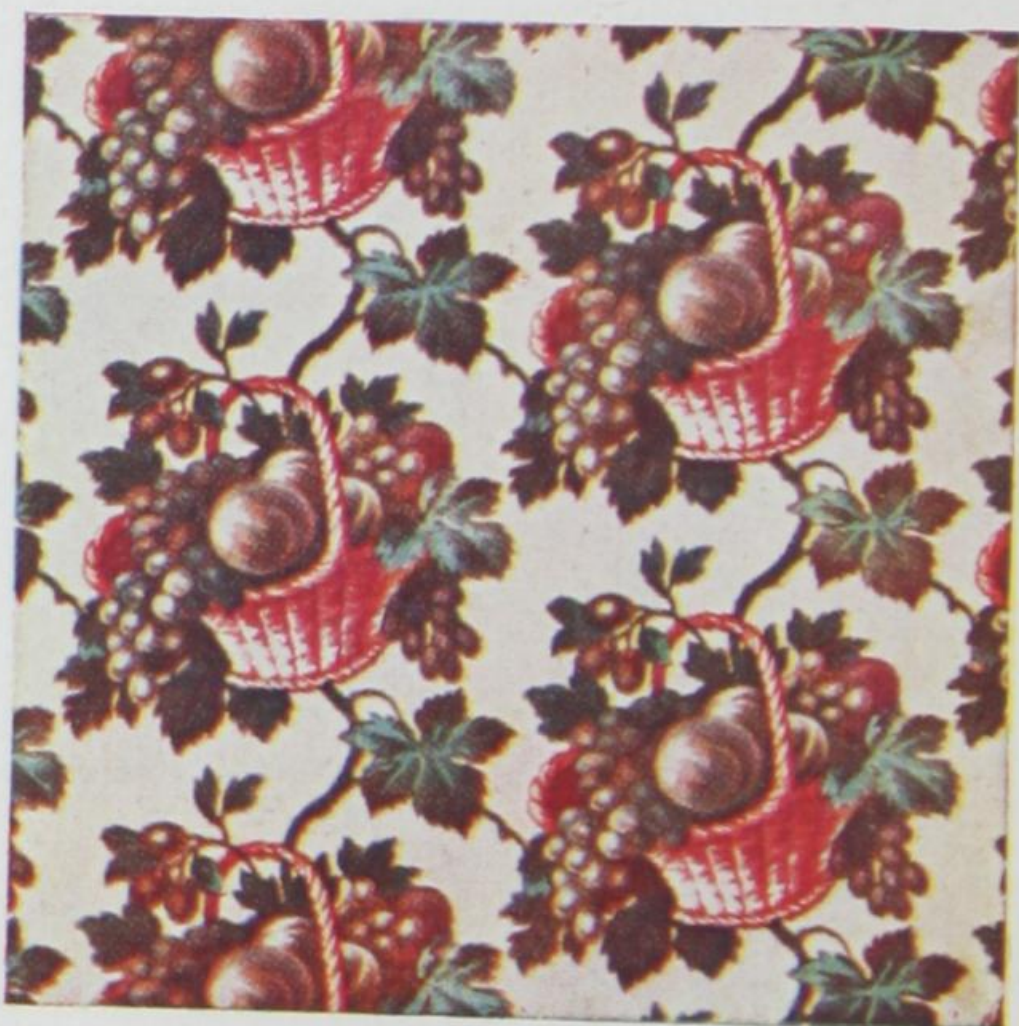
Damasks



Pattern 98

Widths $5/4$ and $6/4$

12-yd. Rolls



Pattern 60

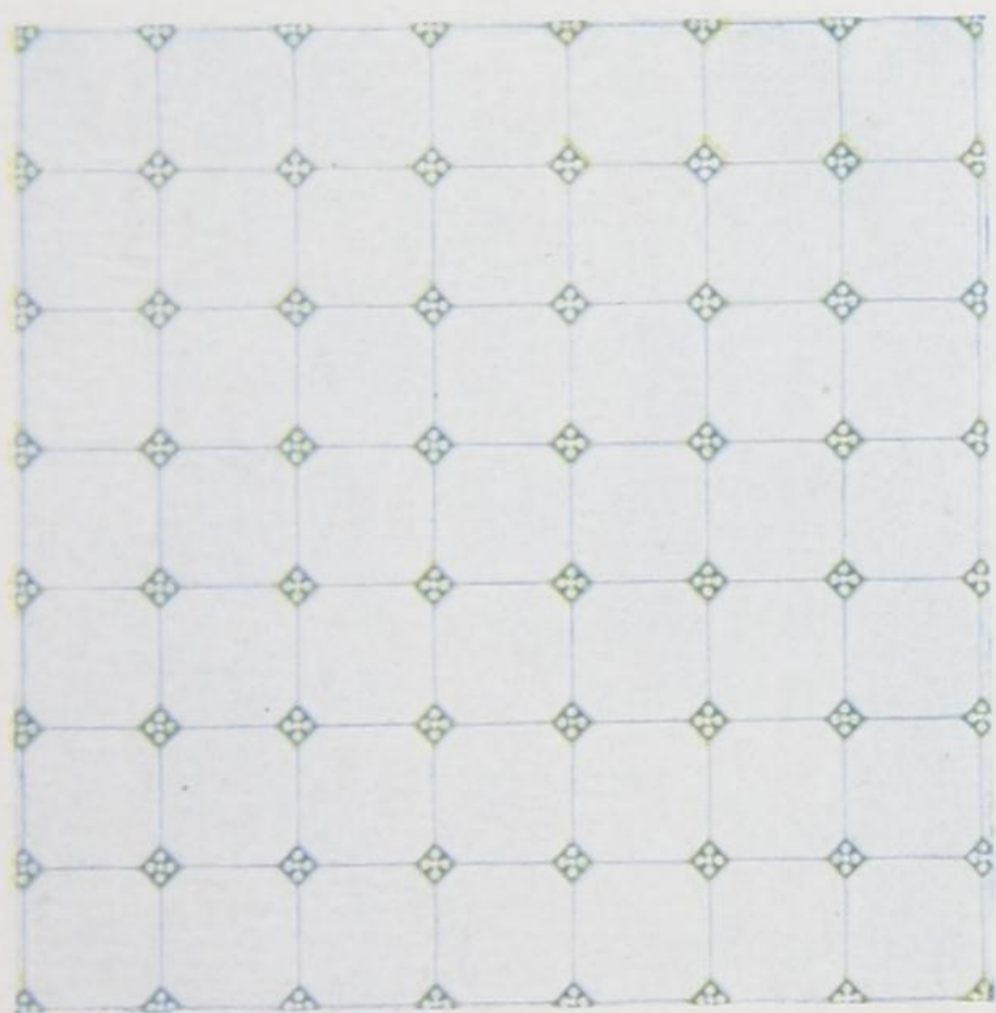
Widths $5/4$ and $6/4$

12-yd. Rolls

SANITILE WALL COVERINGS

SANITILE WALL COVERING

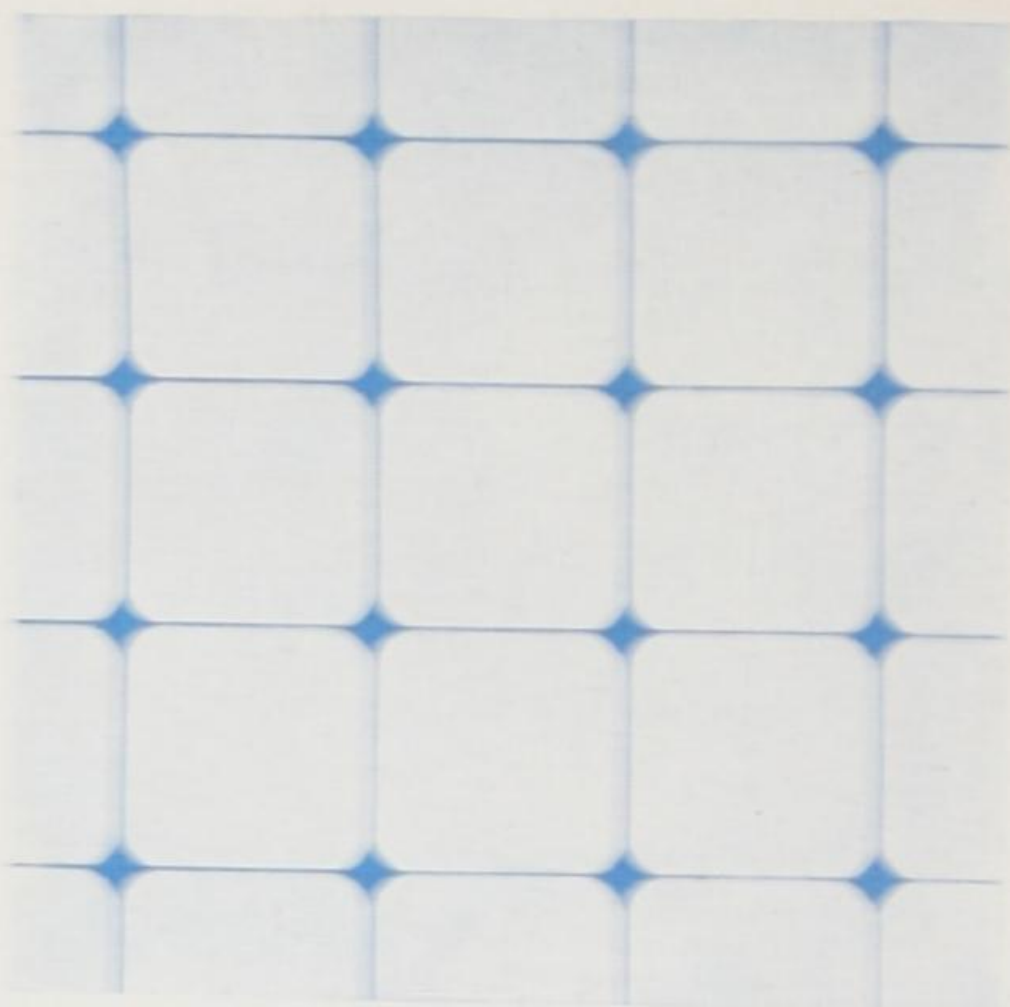
The very thing for bathroom and kitchen walls in a wide range of appropriate block, tile and marble-vein patterns. Looks clean and keeps clean because it's waterproof and may be washed with warm water. Goes on just like wall paper but wears years longer and holds its good looks. Sanitile is a big Spring seller when people are renovating old homes or getting new ones ready for occupation. Go after this business. It's easy to get and pays well.



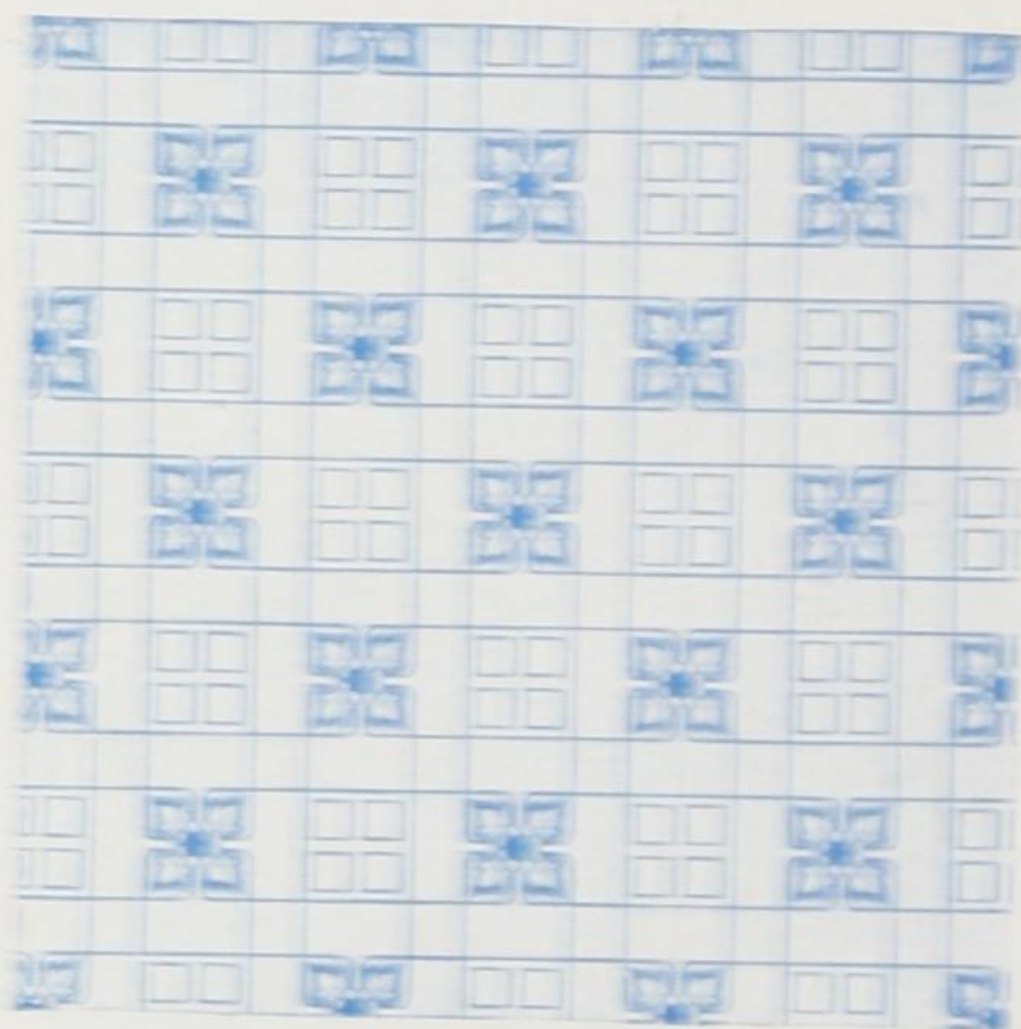
Pattern 1004

Made in 5/4 only

SANITILE WALL COVERINGS



Pattern 1104
Made in 5/4 only



Pattern 1117
Made in 5/4 only

SANITILE WALL COVERINGS



Pattern 1096
Made in 5/4 only



Pattern Blue Vein Marble
Made in 5/4 and 6/4

SPANISH LEATHERETTES



No. 20

Drill Made in 5/4, 50" and 6/4
Muslin Made in 5/4 and 50"



No. 11

Drill Made in 5/4, 50" and 6/4
Muslin Made in 5/4 and 50"

SPANISH LEATHERETTES



No. 14

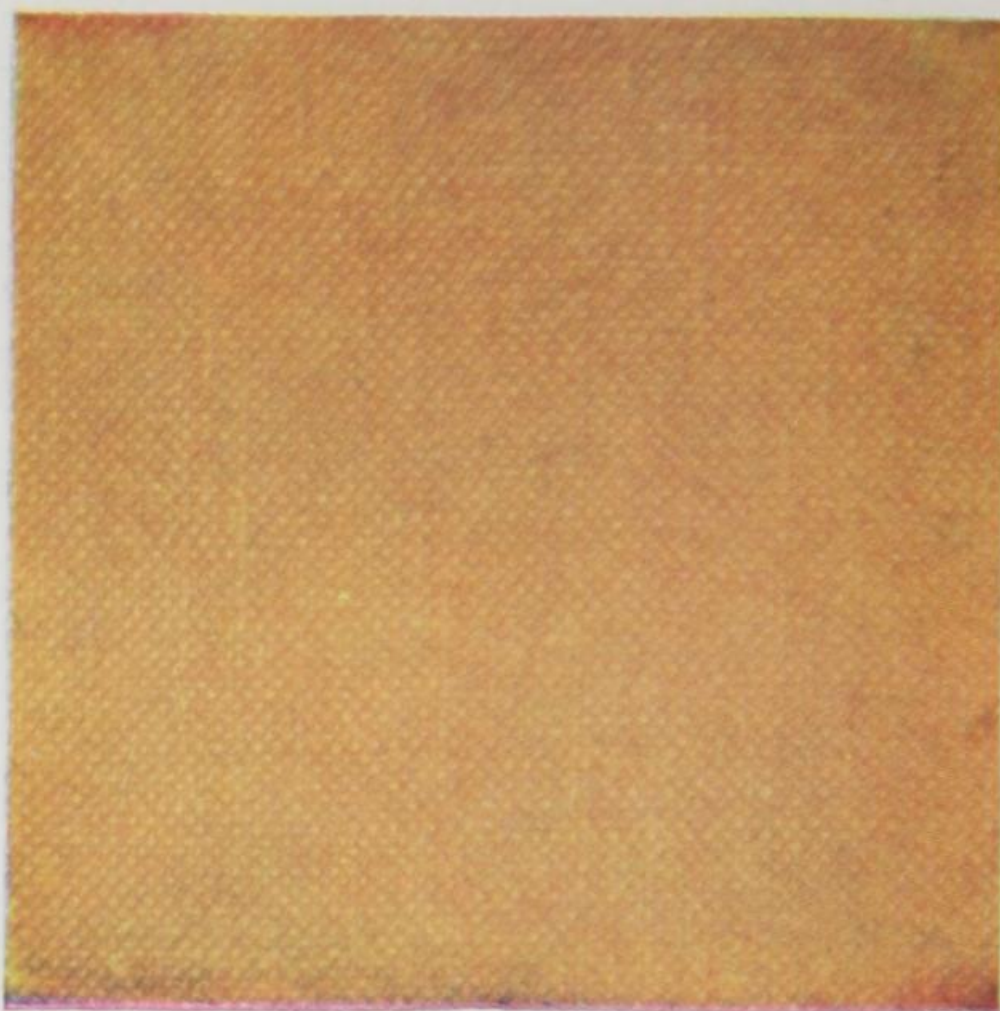
Drill Made in 5/4, 50" and 6/4
Muslin Made in 5/4 and 50"



No. 13

Drill Made in 5/4, 50" and 6/4
Muslin Made in 5/4 and 50"

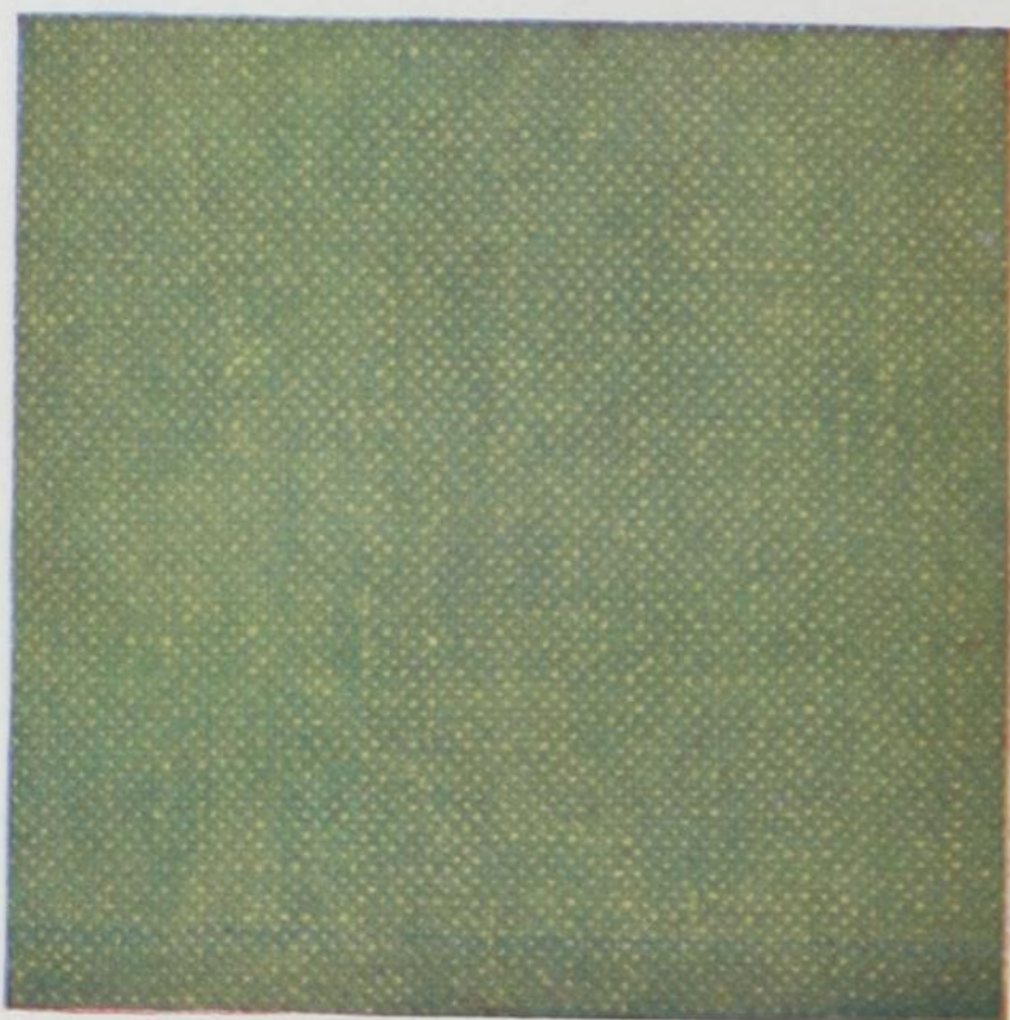
DOMINION WALL BURLAPS



Oil Coated Drab

Rolls 30 yds. and 60 yds.

Made in 30, 36, 45, 54, 60, 72 and 90 inches



Oil Coated Green

Rolls 30 yds. and 60 yds.

Made in 30, 36, 45, 54, 60, 72 and 90 inches

"Double-sized Burlap available in the same sizes. Dyed Burlap—Red, Brown and Green in 36, 54 and 72 inch widths only."



DOMINION BATTLESHIP LINOLEUM

The Ideal Dancing Floor

When the architects of the Fort Garry, Winnipeg's finest hotel undertook to place the finest possible dancing surface on the dining-room floor, they could find nothing better than DOMINION BATTLESHIP LINOLEUM laid on top of the original concrete.

When the floor is not used for dancing, thick velvet carpet is laid over it. When evening comes, off goes the carpet, the music strikes up, and the silver slippers of Winnipeg's fairest daughters glide over this exquisite surface of polished linoleum.

DOMINION BATTLESHIP LINOLEUM is also used as the dancing surface in the Grill Room of the Mount Royal, Montreal's largest and finest hotel.

GENERAL INFORMATION

Do not unroll linoleum, (Battleship, Inlaid or Printed) before it has been at least 48 hours in a warm temperature of not less than 70 degrees Fahrenheit, in other words, permit it to warm thoroughly. This also applies to Floor Oilcloth and Feltol.

Do not permit these products to fall to the floor. A heavy fall, particularly if the goods are cold, will frequently crack these materials. Though letting rolls of linoleum drop from an upright position to the floor is much easier for the person handling the goods, it should be **STRICTLY PROHIBITED**.

Do not stand linoleum near leaky steam radiators or pipes nor in damp, moldy cellars. It should always be kept in a clean, dry and warm place.

Two yard linoleum should be kept in an upright position till thoroughly warm, but linoleum 4 yards wide must of necessity be kept lying flat, care being taken not to pile heavy merchandise upon the roll.

Always advise your customers how to lay these goods properly. We will gladly supply you with fully illustrated instructions, free of charge.

CLAIMS FOR DAMAGES

Our goods are all carefully inspected before shipment and if they are damaged in transit through rough handling, etc., mention the fact on the Transportation Company's releasing papers over your signature and file claim against them, as in such cases we are in no way responsible.

SUBSTITUTING

When ordering, we would suggest that you give a second choice or authorize us to substitute nearest pattern, thereby avoiding possibility of delay in filling your order.

FACE IN OR FACE OUT

8/4 Linoleums, Inlaid Linoleum, Floor Oilcloths, Feltol and Rugs are supplied "FACE OUT", 12/4 and 16/4 Linoleums "FACE IN".

SPECIAL LINES TO ORDER

Special colors of plain linoleum may be had if quantities desired are not less than 1,000 square yards.

Special finishes and colors of Enamelled Oilcloth will be made to order if quantities in excess of 300 yards are ordered.

HOW TO MEASURE LINOLEUM IN THE ROLL

To find the length of these goods, take the circumference of the roll, in inches, inside and outside. Then add these two, divide your result by two, multiply by the number of laps in the piece and this will give approximate length in inches.

TABLE OILCLOTH—SANITILE

Always stand on end; keep in warm temperature away from stoves and radiators.

Never wash with strong soaps or powders.

Never unroll when cold; never fold.

Expose white oilcloth to sunlight if it becomes yellow and it will soon become white again.

Store in dry place; damp cellars cause trouble.



Here we have illustrated our famous cutout for use in windows. It is one of the most elaborate display pieces that has ever been produced in Canada, standing 5' 8" high. It opens out into three rooms and with an electric light concealed in the back the effect is such that it cannot help but attract attention. Why not write for one?

GRADES, WIDTHS, LENGTHS and WEIGHTS

DOMINION BATTLESHIP LINOLEUM

Color	Grade	Thickness	Width	Lgth.	Av. Ship. Weight in Lbs.
The following colours are approximately the same weight: Brown — Green — Terra Cotta — Black — Blue	AAA	6.00 m.m.	8/4	25	600
	AA	4.50 m.m.	8/4	25	430
	A	3.60 m.m.	8/4	30	410
	A	3.60 m.m.	16/4	25	670
	B	3.00 m.m.	8/4	30	330
	D	2.05 m.m.	8/4	30	250
	D	2.05 m.m.	16/4	25	400

Grey, White and Buff approximately 15% heavier.

DOMINION INLAID—JASPE—GRANITE LINOLEUM

Inlaid	3rd	2.05 m.m.	8/4	30	310
Granite	3rd	2.05 m.m.	8/4	30	310
Jaspé	1st	3.30 m.m.	8/4	30	490
Jaspé	3rd	2.05 m.m.	8/4	30	310

CORK CARPET

Brown & Green	A	$\frac{1}{4}$ in.	8/4	25	420
Brown & Green	B	$\frac{3}{16}$ in.	8/4	30	390

PRINTED LINOLEUM, OILCLOTH AND FELTOL

Printed Linoleum	D	2.05 m.m.	8/4	30	225
	D	2.05 m.m.	16/4	25	410
	E	1.70 m.m.	8/4	30	190
	E	1.70 m.m.	12/4	30	280
	E	1.70 m.m.	16/4	25	370
Printed Floor Oilcloth			4/4	30	85
			5/4	30	105
			6/4	30	125
			8/4	30	170
			10/4	30	220
Printed Feltol			8/4	30	180

PASSAGE LINOLEUM AND STAIR OILCLOTH

Passage Linoleum	E	1.70 m.m.	2/4	30	50
	E	1.70 m.m.	5/8	30	55
	E	1.70 m.m.	3/4	30	65
	E	1.70 m.m.	4/4	30	90
	E	1.70 m.m.	5/4	30	120
	E	1.70 m.m.	6/4	30	170
Stair Oilcloth	P.B.		2/4	30	45
	P.B.		5/8	30	55
	P.B.		3/4	30	70
	P.B.		4/4	30	80
	C.B.		2/4	30	30
	C.B.		5/8	30	40

DOMINION RUGS

LINOLEUM		OILCLOTH	
Size	Weight in Lbs.	Size	Weight in Lbs.
6 x 9	25	3 x 3 (Roll of six)	17
7½ x 9	30	3 x 4½	4
9 x 9	40	4½ x 4½	8
9 x 10½	45	4½ x 6	9
9 x 12	50	4½ x 7½	12
9 x 13½	57	6 x 6	14
9 x 15	64	6 x 7½	16
10½ x 12	66	6 x 9	20
12 x 12	70	7½ x 7½	21
12 x 13½	95	7½ x 9	25
12 x 15	100	7½ x 10½	30

TABLE and ENAMELLED OILCLOTH, SANITILE and DAMASKS

Width	Description	Contents of Case and average weight in lbs.			
		25 pcs.	30 pcs.	35 pcs.	40 pcs.
5/4	Mosaics	290	345	400	455
6/4	Mosaics	350	415	480	545
5/4	Damasks	315	375	450	525
6/4	Damasks	400	475	550	...
5/4	Marbles	340	435	530	...
6/4	Marbles	450	540
48"	Sanitile	365	465	550	...
48"	Enamelled Muslin	315	375	435	505
50"		345	410	475	530
6/4		375	465	515	...
		16 pcs.	20 pcs.	25 pcs.	...
5/4	Enamelled Drill	295	345	435	...
50"		315	385	470	...
6/4		350	420	515	...
		12 pcs.	16 pcs.	20 pcs.	...
5/4	Enamelled Duck	240	315	385	...
50"		270	350	430	...
6/4		305	390	480	...

HOW TO LAY DOMINION BATTLESHIP LINOLEUM AND DOMINION CORK CARPET

Whether of concrete or wood, floors must be perfectly dry. They must be absolutely clean, and this implies freedom from grit and dust. If uneven, plane wood floors and remove projecting knots. Fill in the cracks, remove quarter round and replace it later. The felt paper method of laying is recommended for Dominion Battleship Linoleum and Dominion Cork Carpet over wood floors, but it is not necessary for installations over concrete.

Concrete floors should be made smooth with top coat of cement. Fill in all expansion cracks, over which the goods are to be laid. In basements it is essential that floors be first waterproofed. Any moisture here would eventually rot the linoleum or Cork Carpet if waterproofing were overlooked. Be sure to select a waterproofing of approved quality.

In buildings under construction, the linoleum should be protected by covering it with a heavy building paper or similar material.

Dominion Battleship Linoleum or Cork Carpet must never be applied over concrete that is newly finished.

In every case where there is any doubt as to moisture existing and to be perfectly sure red litmus paper may be placed in different parts of the room, preferably in the corners and this covered with small pieces of linoleum. If the colour remains unchanged for four or five days, proceed with the work; if it turns blue there is still too much moisture, and the same must be removed or work deferred.

Concrete must be smooth or the irregularities will tend to show through the Linoleum.

MEASURING AND CUTTING

With tape, take accurate measurements of the surface to be covered, deciding the manner of laying what best suits the covering used. This may prevent wastage of material. Checking of this may be done, as each roll is marked to indicate number of square yards. Time spent in this way will sometimes enable one to use small pieces, while decision beforehand as to which way strips are best laid will reduce the number of seams.

Following this, unroll the goods, being careful to ascertain which wall is straight and work from this to the other side or end. Cut the first length to fit neatly around radiators, pipes, etc., having removed moulding. Now (and this is important) lap the next strip over the top of the first one-half to three-quarters of an inch. Continue in like manner right across the room, leaving the last strip until later.

APPLYING THE CEMENT

The best method of laying is to apply the cement under Battleship Linoleum—or Cork Carpet to within about six inches of the edges this width to be cemented last. Having first rolled goods up half way, cement that portion of the floor and re-lay. Then do likewise with the other half. On a long strip it is sometimes better to fold the goods the narrow way when cementing. This is more likely to prevent extreme stretching of the goods, as cement sometimes draws or pulls. A thin coat is better than a heavy one for cement will, when thickly applied, tend to form gas bubbles and a consequent bulging of the goods.

ROLLING AND WEIGHTING

After the cement has become "tacky," replace the goods, roll with a light roller and weight. In using the roller, the operator must be very careful so that cement will not be forced through seams or joints. Then apply the sand bags, being careful to have all the area pressed close to the floor. Leave the sand bags in position not less than twenty-four hours. Cement and weight the ends last.

CUTTING

Having allowed the cement to set, say four or five hours, trim the seams by cutting through the two thicknesses of linoleum with the sharp knife and straight edge already provided, or follow chalk lines. By cutting in this way the edges will fit perfectly. The lower strip, however, may be cut by using top strip as a straight edge or guide. The advantage favoring the method of cutting clean through both pieces is that of having tight-fitting joints, for no matter what care is taken to hold the knife upright, it will vary somewhat when cutting.

WHAT TO DO IN CASE OF BUCKLING

Sometimes buckling will occur after Battleship Linoleum or Cork Carpet is laid. This is often a result of the cement being improperly applied, or of not allowing sufficient time for expansion. In correcting this, lift the linoleum or cork carpet and thoroughly scrape off the old cement; carefully re-cement and re-lay the goods and weight down. If bubbling has been caused by the formation of gas bubbles, it is possible sometimes to remove these by boring a hole in the linoleum with a very small drill. New cement may then be forced into this opening with a grease gun.

HOW TO CARE FOR DOMINION BATTLESHIP LINOLEUM AND CORK CARPET

CLEAN BEFORE WAXING

Battleship Linoleum or Cork Carpet must be first thoroughly cleaned and perfectly dry before treatment. We recommend two or three coats of reliable floor wax, and polishing of same between coats. Before waxing Cork Carpet, it may be filled with a good white shellac or floor varnish, this being desirable owing to the porous nature of the product.

AVOID STRONG SOAPS

Soaps that contain soda, lye, or potash or any strong scouring soaps, abrasives, or quick-cleaning preparations should never be used for washing Dominion Battleship Linoleum or Dominion Cork Carpet. Lukewarm water, with a good, mild soap, free from alkali will cleanse them thoroughly, leaving them unharmed and in perfect condition for waxing. Make sure all trace of the soap is removed with clean water. This also applies to Printed Linoleum, Floor Oilcloth and Feltol.

HEAVY FURNITURE ON LINOLEUM

Roller casters so often used on furniture, to-day, are very likely to dent or scratch Linoleum or Cork Carpet, especially if the furniture is heavy.

To avoid this, the casters should either be set in flat glass cups especially made for the purpose, or better still, replaced with glass or steel domes which have a flat bearing surface. These domes or shoes are made in various sizes and have shanks similar to those on roller casters and consequently fit the same sockets. They can be obtained from most reliable furniture stores or departments.

SUGGESTIONS FOR LAYING DOMINION PRINTED AND INLAID LINOLEUMS

It is very important that linoleum be properly laid, which is an easy task if simple directions are carefully followed.

FIRST—Make sure the linoleum is thoroughly warmed before unrolling.

SECOND—When laying linoleum, it is advisable, in order to let the cut lengths adapt themselves to the floor, to cut it slightly over full size. If convenient, these cut lengths should then be left lying loose on the floor for ten days to two weeks.

THIRD—If the linoleum is not going to be cemented to the floor, it is advisable after the goods have been allowed to find their level as stated in the above paragraph, to cut the piece a trifle shorter than the required length—about one-eighth to one-quarter inch to allow for expansion.

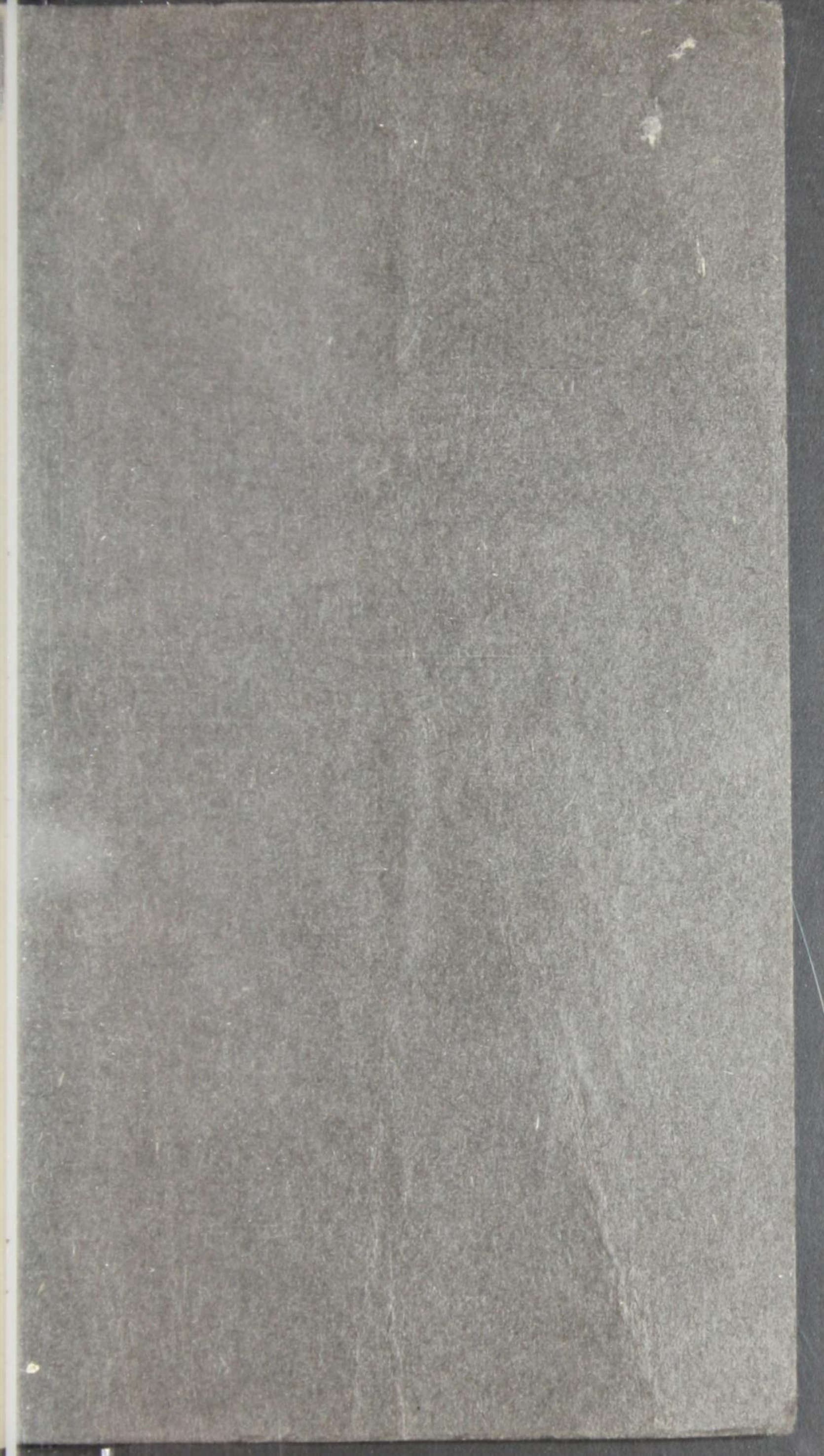
If the goods are to be fastened, naturally they should be cut the exact size.

Special care should be taken to see that the floor is free of dampness and that it is planed perfectly level with all holes and wide cracks properly filled.

The best method of laying linoleum when it is to be a permanent floor is to fasten it to the floor with an approved waterproof linoleum cement or adhesive (both of which we carry in stock). This cement should be applied with an ordinary paint brush, trowel, piece of wood or linoleum used as a spreader. The linoleum should then be rolled down thoroughly with a light cast-iron roller, being careful to roll from the centre to the edges which will force out any air that may have collected, thereby preventing bubbles or blisters. In cases where the linoleum is to be installed temporarily, the seams only may be cemented with good effect. In all cases, when cementing linoleum, it should be carefully weighted down after rolling, preferably with sand-bags which distribute their weight evenly.

Never use carpet tacks, but use No. 18 gauge wire nails, preferably without heads, but with small heads, if necessary.







DOMINION
LINOLEUM
FLOOR OILCLOTH
FELTOL
TABLE OILCLOTH

1926